

Packaging Project

# What is the project?

The project started before we went on a trip to Berlin, Germany. In the first session, we were asked to choose a subject to research in Berlin. I picked up 'boxes for dry things' as my subject. Throughout the trip we were expected to research visually about our topic and document it in the trip sketchbook. Our research could be sketches, photography or any other evidence which was discovered in the trip.

Once we were back on the trip, based on our research we had to present our subject in a visual story. Our final output would be a narrative of our experience of the trip with the topic given to us.





Design done inside the package



Tear along the line indicated to use it as a postcard



# Feedback by tutor

David: How much can you do with packaging design. How many people keep the packaging?

Clare: Think about how can you tell a visual story through packaging.

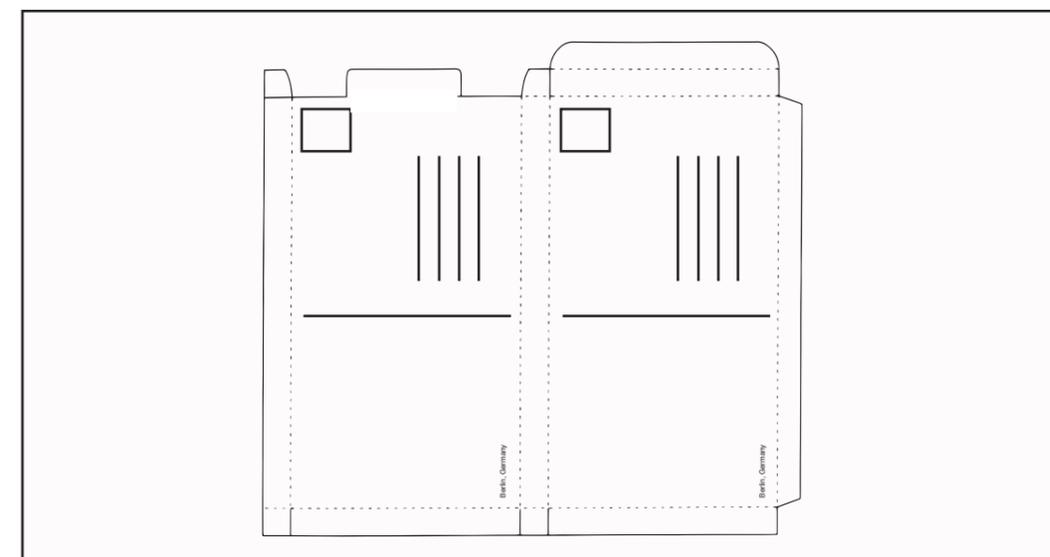


# My concept

According to the feedback from my tutors, I decided to design the package by combining it with a postcard as it communicates a visual story of Berlin. The package can be torn into 2 postcards, which makes this a sustainable design as it can be re-used as another product.

The pattern on the packaging is inspired by the buildings of Berlin and the colors are from the Bauhaus school.

To experiment with the paper and texture, I printed them on cartridge paper which gives a feel of a postcard and is easy to tear.





(kaweco pen, 2017)



# My concept

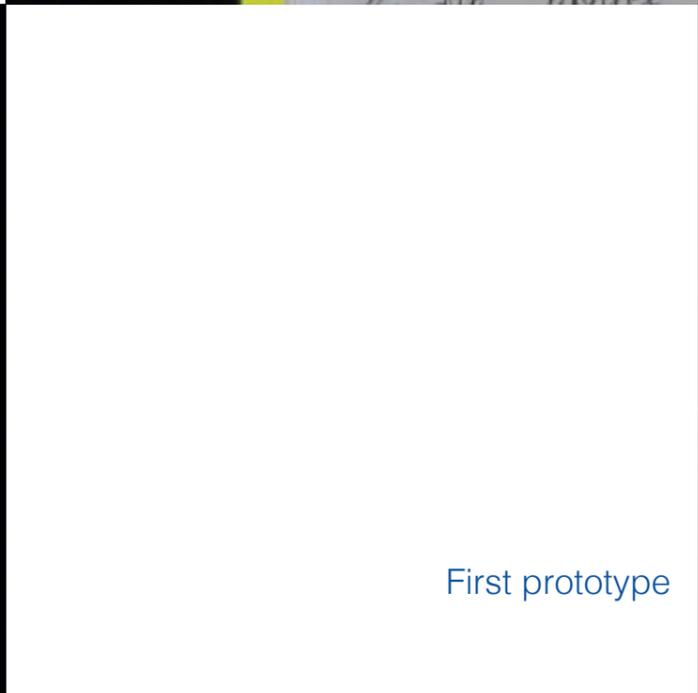
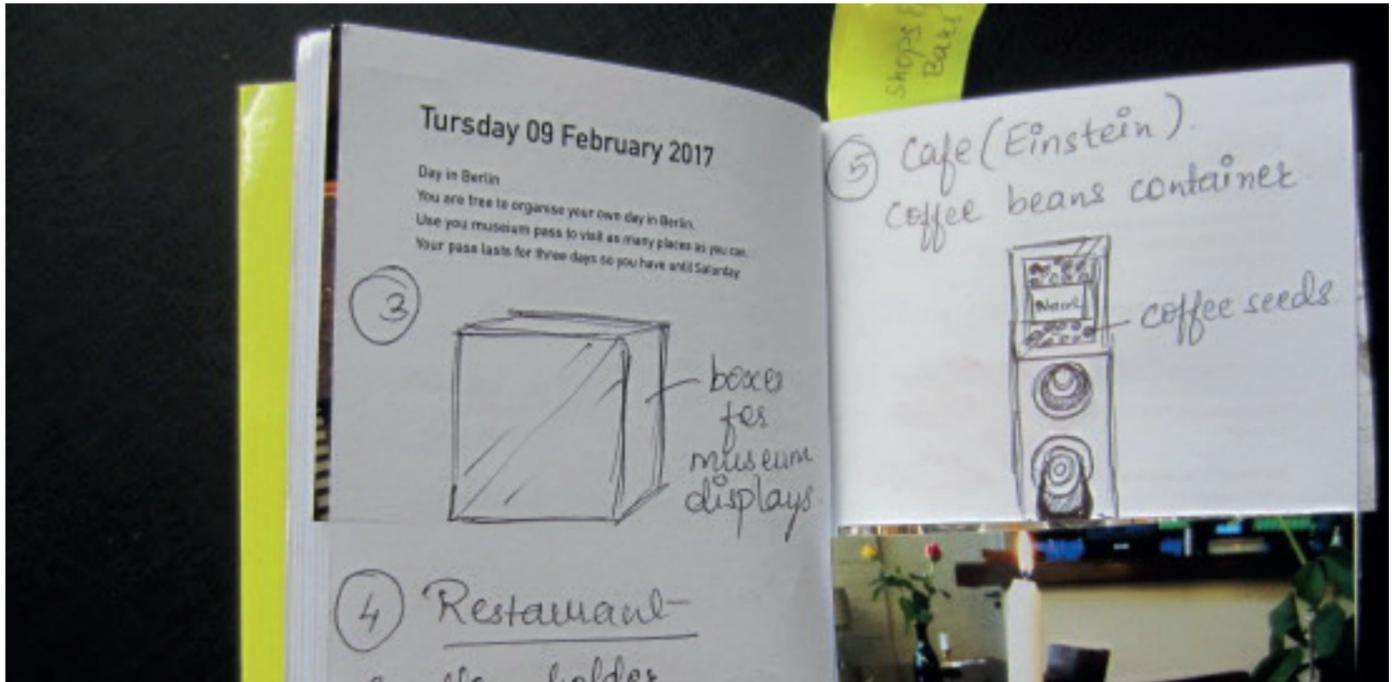
My subject, 'boxes for dry things' is inspired by the city itself and Bauhaus school. While I was in Berlin, I bought Kaweco pen, which is a pen made in Germany.

The pen is beautifully designed but the packaging did not impress me. So, I decided to design the packaging for this pen.





Sketchbook



First prototype



Postcards bought in Berlin

Kalyani - Narrative could be about the colours of each building going from east to west of Germany?  
Not that clear to me at the moment  
60/100

## Feedback by tutor

We had a session where all of us had to leave feedback on each other's work and rate the work in terms of how easily the concept is understood and if it serves right at the aims this module is focused on.

Clare: The concept can be taken further by making it as a series. Try different patterns inspired by buildings.

Kalyani: 700  
like the idea, the colors are ~~not~~ really nice, and the pattern can connect to Berlin to me <sup>geometric one</sup>  
After: same

65% It is a good combination of postcard and pens. But for me, I am not very understand what the pattern stand for.

Kalyani - 65/100  
- Really like the concept but wouldn't have been 100% sure of postcard element without the description.  
- Design is beautiful & does remind me of Germany.  
70/100  
didn't realise the packaging was the postcard. great idea.  
- maybe needs to be clear that it is a postcard not just packaging

Kalyani:  
Love the idea of instant use of pen - postcard. Prompting user to make use of it straight away. <sup>70%</sup>  
↓  
but make it more meaningful (building)

75% I can totally understand what this for. But why choose this colour?

# Taking concept further

For the next step, I designed 5 different pattern inspired by buildings of Berlin. The colour is again inspired by Bauhaus school colours.



Building



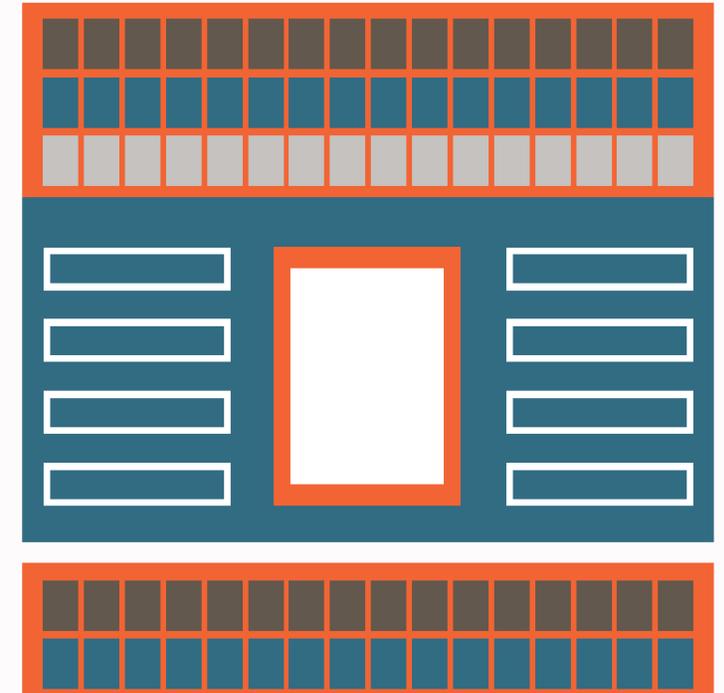
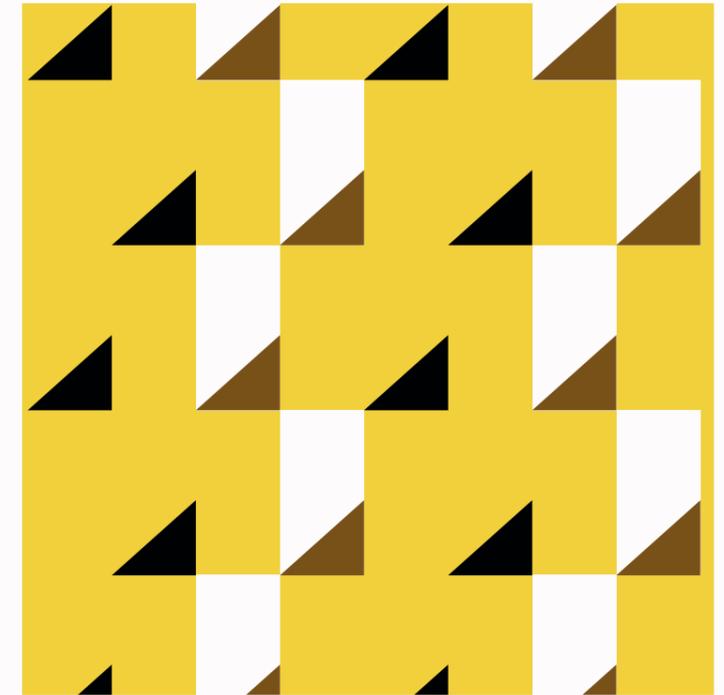
Bauhaus



Colours



Pattern



Building



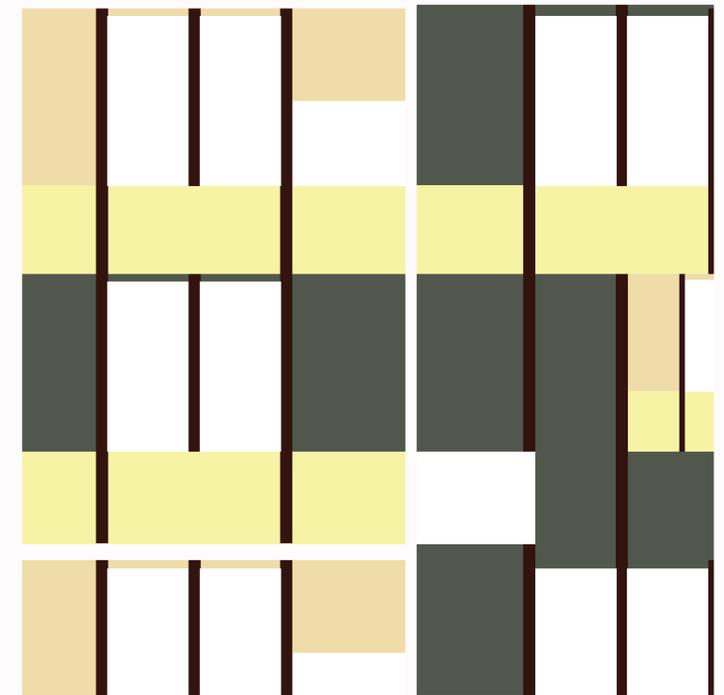
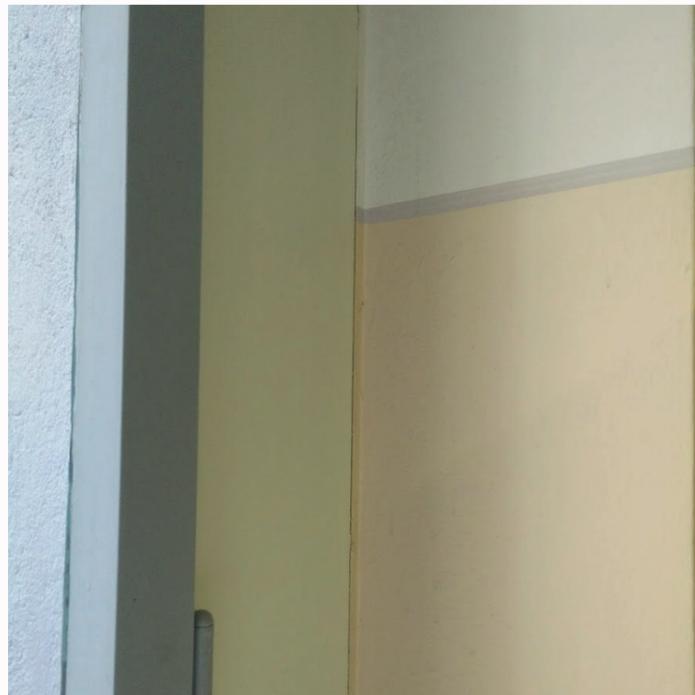
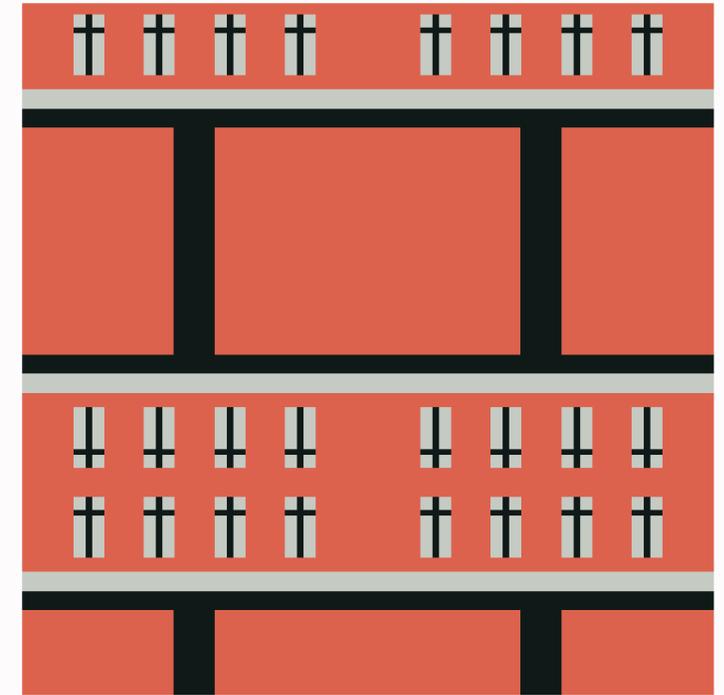
Bauhaus



Colours



Pattern



Building



Bauhaus



Colours



Pattern

