



LINK
CONNECTING KNOW-HOW

<Intellectual output O5 >

Titel: Production of packaging with the respect of the environment

Activity

Description of the course related to packaging

The Copenhagen meeting is the fifth meeting in a row of meetings with the aim to develop education on developing and producing of packaging.

At Copenhagen, companies related to the production off packaging will introduce the students to box design through workshops with specific goals and lectures.

Under the Copenhagen meeting will the students participate in these Activities:

- Experimenting with materials and folding issues
- Finding out about packaging on the internet and in the point of sales (selected shops in Copenhagen)
- Box technique: construction of a box
- Designing a box
- Visit to Louisiana Museum
- Presentation of their works

Pedagogic/didactic methods:

The teacher shows and explains the theory related to the assignment from the blackboard.

Furthermore the students has assignment goals described in paper. There is a description of the frames for the assignment solutions and within this frame the students are free to develop their own solutions. Students research, create the concept and design different boxes.

We work with *problem based learning* method in order to let the groups find their own way to the solution.

From a pedagogic point of view the different ways of learning are taken in respect.

Purpose

Why do we have this course with our students?

In this curriculum, we work with box construction in a way, so the students will hear, see and work with the subject of packaging in many ways.

We believe in a project-oriented approach to learning. Therefore, we will provide the possibility for the students to work directly with examples witch will be printed and sampled by the students themselves, so they can learn, see and experience from their own activity.

Through the workshops the students will experience their strong and weak sides and they will all have a benefit in their self-confidents to finish their task and see the final product.

We find it important to give the students a direct experience of box construction by visits and presentations by people from the industry, which take a part of the production.

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Goal

Describe the learning outcomes of the activity.

Goal related to packaging:

- The student know about design of various types of packaging with emphasis on the after life
- The student know about packaging from the functional and aesthetic requirements
- The student know about requirements to packaging related to production
- The student know about postpress options
- The student has insight in the packaging function as part of branding.
- The student can make changes to an existing box construction and secure functionality in the new construction.

Learning elements implemented in practical tasks / solutions:

1st assignment – duration approximately 1.5 hour

Each group will be handed different standard boxes and will have to put them together.

After this assignment, the groupes will continue working on the same shape and type of box.

Similar packaging:

The group should be able to find a type of box that resembles this one.

Find and discover similar box images, using the Internet.

Products:

Which type of product would match this particular type of box? Find examples and print them.

Customers:

Which type of customer, does this type of box appeal to? Describe the customer group.

Images should be printed and pinned on the board.

2nd assignment – duration approximately 2 hours

Practical task:

Short introduction as to how you could sketch/render a box in illustrator.

Every student sketches/renderers the chosen box, in illustrator.

3rd assignment – duration approximately 10 hours

A box should be re-designed or produced. The group should agree on a product and a target audience as recipient.

The task is to describe a box, which for instance:

Would let the product tell a new story or to send a different message

Give the box an afterlife or the possibility of recycling.

Change the box in size for a better fit or shape, according to the product.

Making it easier to carry home the box.

Making it easier for the customer to open the box at home.

Sketches and/or prints should be pinned to the board. Remember to put the name of the group on all prints.

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Having the prototype boxes in mind, each group will now have to design its own box. The box should be produced by hand, using pencil, ruler and scalpel. When this task is done and the mock-up box is perfect, it should be sketched/rendered in illustrator.

In these final stages of the production, the sketched/rendered box should be tested and corrected to perfection. When the box is completed, it is now time to proceed to cutting the final box on the cutting-table. When the box has been cut it should be assembled.

The assembled boxes will be put on display on Friday.

Organisation

How will the workshop/exercises be organized, –content and methods:
what will take place, methods/necessary time/groups etc.

Monday:

Match up by Carsten Pedersen

Match up – learning to know each other.

The participant presentation and presentation of prework in groups.

Keynote

Ms Helle Antvorskov from Danish Technological Institute on environment, material and folding issues.

Keynote

Ms Conni Dreyer from Dreyer Kliche ([http:// www.dreyer-kliche.dk/](http://www.dreyer-kliche.dk/))

On hotfoil dyes and embossing – quality enhancement of packaging and not.

Students go out into the town and finds inspiration in boxes in selected Copenhagen shops

Tuesday

Keynote

Mr. Uri Pais from Pais Design on “Box technique – construction of the box. “

Working with the material.

Cutlines in illustrator, lesson on how to create the cut-file.

Assignment on designing a box with a second life – at the moment we are looking for the right customer.

Wednesday

Continuation on the assignment.

Preparation for Porvoo: presentation of the program for Porvoo November 2016.

Sami, Franziska and others!

Bus to Louisiana art museum: The exhibition Eye Attack

Thursday

Finishing the Assignment, production.

Making files ready for the cutting table

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Friday

Finishing jobs.

Presentations Evaluation

Production

Which specific products will be produced and how. What kind of equipment/software is needed to reach the goals and finish the products?

Students must produce: A box. Students work in professional high-end graphics programs and choose which to use for each task. Students have access to the A3 color printer with several grades of paper. The students all so have access to an Aristo large-format cutting table

Evaluation

How will the exercise be measured/evaluated?

Students complete their products and organize exhibition and presentation with evaluation and feedback from the teachers.

Preconditions

What is the level of the course, and what is the demanded skills of the students if any?

The students can be on a basic level related to box construction.

Prework

Does participation in this workshop requires any preparation.

No.

Authors: Henrik Borgstrøm, Jens Christian Sørensen Graphic teachers at Next – education
Copenhagen

Place and date: Copenhagen April 2016

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What is a box

The group will be handed a box and will have to put it together.
After this assignment, the group will continue working on the same shape and type of box.

Similar packaging:

The group should be able to find a type of box that resembles this one.

Find and discover similar box images, using the Internet.

Products:

Which type of product would match this particular type of box?
Find examples and print them.

Customers:

Which type of customer, does this type of box appeal to? Describe the customer group.

Images should be printed and pinned on the board.

Sketching/rendering the box

Practical task:

Short introduction as to how you could sketch/render a box in illustrator.

Every student sketches/renderers the chosen box, in illustrator.

The groups present their illustrator files and print to the teacher.

The Images must also be pinned on the board.

A box should be re-designed or produced.

The group should agree on a product and a target audience as recipient.

The task is to describe a box, which for instance:

Would let the product tell a new story or to send a different message

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Having the prototype boxes in mind, each group will now have to design its own box. The box should be produced by hand, using pencil, ruler and scalpel. When this task is done and the mock-up box is perfect, it should be sketched/rendered in illustrator.

In these final stages of the production, the sketched/rendered box should be tested and corrected to perfection. When the box is completed, it is now time to proceed to cutting the final box on the cutting-table. When the box has been cut it should be assembled. The assembled boxes will be put on display on Friday.

Extra assignment:

Groups waiting to get to cutting and assembling, should start making decorations for the table at the dinner party on Thursday.

Make doukmentation

- Describe your product
Use text and image
- Describe your taget group
- Describe your proses
Use text and pictures off the sketches and models
- Write your evaluation of your solution

Presentation Freiday

at: 9.00 am

- **Make an 15. min presentation**
Whit use of projector
- **Each group print and pin up their dokumentation**