

# Create Impactful Packaging Design

## with Strategic & Creative Design Thinking processes



The joy and Excitement of creating for the world of consumer packaging design, is all about that moment when you see your work on the shelves, and you see it being picked up, selected, and cherished as part of daily life in the home. Packaging design is a space where you can create, craft and communicate on a little canvas for everyone, everyday. Your work becomes part of the visual language of the time, and can often creates a strong emotional bond with those who buy it. Packaging design gives you the opportunity to truly design for everyday people, and to contribute to the visual landscape of their lives. The world of consumer design has never been more complex, and more interesting as it is now, with exciting, category breaking start ups creating products to challenge the big global leaders. The big global leaders of consumer pack design are also being forced to rethink how to connect with their audience, in a way that reflects back what people want. It is an ever changing, evolving space to work in, that gives you an insight into how brands think, what their objectives are and how they try to connect to their target audiences.

In this course we will start to look at this landscape and observe what is going on in terms of trends, behaviours and messaging, and see how that is reflecting the world we live in.

We will also focus heavily on a working process that helps you to find the right solutions to the design brief.

### Summary

Learn in depth how to work through a Creative Design Process as you would in a real working studio. Understanding the process behind packaging design is a great way to understand how to think strategically, and how to answer a Design Brief with real world objectives. Although this focusses on Packaging Design as the outcome, this process will be useful across many types of design projects.

### Course will cover

- Real case studies showing the process from Business objectives, Strategic Intention, Consumer and Market research, to Creative Brief, Creative working process and generation of creative concepts.
- You will respond to a Creative brief that takes you through the same process, working in teams and alone, the same way you would be expected to in a real studio.

### Objective of the course

- Understand what it means to design objectively for everyday people, not just for yourself
- Understand creative processes that can help you explore ideas, and understand how and why they are relevant for the brief
- Generate lots and lots of sketch ideas, rough concepts, working loose and fast, to avoid getting too precious about the work
- Finally focus in on one Creative Direction that answers the brief, and work this up across multiple variants.

### This course is right for you if

- You appreciate and love product and packaging design, the details and craft behind it and you are fascinated by what goes on behind the scenes to create some of the worlds most iconic pieces of consumer design.
- You are keen to learn design thinking processes
- You love to work in teams, as well as alone
- You have an analytical mind, and are passionate about the craft of details, such as typography, colour theory, and all visual elements of graphic design.

### Final Project

For your portfolio, you will have a case study demonstrating clear strategic design thinking for one Pack Design, from concept through to finalisation, shown in a real world context.

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