

# SCHOOL OF DESIGN AND CREATIVE ARTS



**Introduction:  
Thursday 3<sup>rd</sup> February 2023**



# Starpack Hack: Introduction

The Starpack Hack event is over one week

Aim:

To share experience of preparing winning Starpack entries with other students nationally and Internationally.

- Sponsors presentations and Q&A
- Starpack Hack process (approach) to design for Starpack briefs.
- Sign-posting supporting online resources.
- Additional advice given online for student concepts.

# Starpack Hack: Introduction

Presentations 11:00-13:00 (GMT):

- Monday 30<sup>th</sup> January 2023. LDS0.017
- Thursday 2<sup>nd</sup> February 2023. EHB0.02
- 'On-demand' resources on the IOM3 Student Resource Hub:

(<https://www.iom3.org/events-awards/competitions/starpack-competition/2023-starpack-students-competition/students-resource-hub.html>).

# Schedule of events

## Monday 30<sup>th</sup> January 2023

**11:00-11:15** Introduction, Dr George Torrens, SDCA

**11:15-11:45** Brief C: Metal Gift Pack for Champagne or Sparkling Wine, Robert Fell, Director and Chief Executive, Metal Packaging Manufacturers Association

**11:45-12:15** Brief A: Replacing Multi-Material Packaging, Martin Hyde, Sustainability and Public Affairs Manager, Alupro

**12:15-12:45** Brief D: Walkers #Crisp In or #Crisp Out Front of Store Display, Louise Everett, Senior Account Manager and Jeremy Jacobs, Creative Design & Technical Manager, Smurfit Kappa

**12:45-13:00** Review of online design resources, Dr George Torrens, SDCA

Video link via Student Resources Hub

# Schedule of events

## Thursday 2<sup>nd</sup> February 2023

**11:00-11:15** Introduction, Dr George Torrens, SDCA

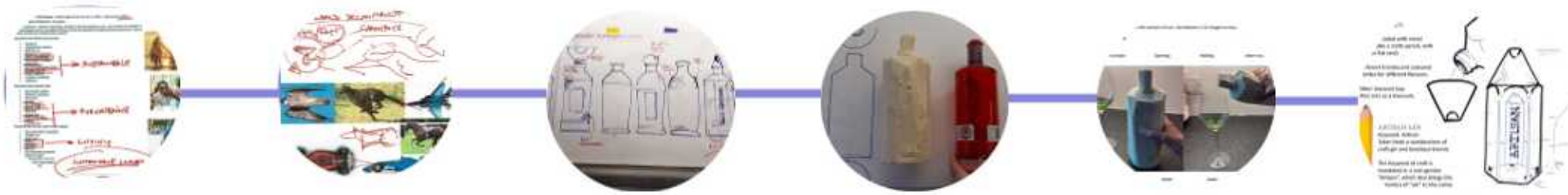
**11:15-11:45** Introduction to Brand, Dr Nikki Clark, SDCA

**11:45-12:15** Brief E: Sustainable Solutions with Corrugated Cardboard, Simon Astrop, Design Centre Manager, VPK Group

**12:15-12:45** Packaging Technology for Starpack, Dr Nikki Clark, SDCA

**12:45-13:00** Review of presentation format, Dr George Torrens, SDCA

# Starpack Hack: Process



1. Identify keywords + Visual research
2. Deconstruct Branded products (Product DNA)
3. Define graphemes
4. Reconstruct Brand + novelty (additional keyword)
5. Realise physical attributes through model
6. Realise user and their experience through persona and scenario

## Ideation

- Define keywords from brief and sponsor mission statements.
- Identify brands associated with the sponsor and packaging type.
- Identify User, Task, Environment (UTE).



## Ideation

- Make a sketch model to scale of the pack.
- Draw orthographic front and side view ready for ideation (it is easier to change the shape and profile of the object in flat views (before going into perspective)).



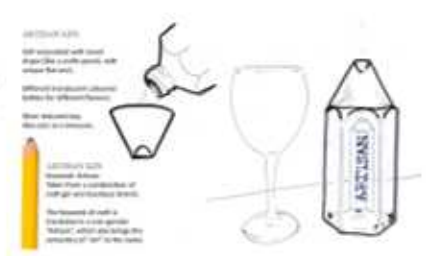
## Ideation

- Iterate (as in stage D)
- To show a scenario of use photograph the sketch model in use (with reference objects and hand in view)
- Produce a line drawing of the photograph as template
- Use an overlay to draw your design into the scene
- This can be done more quickly using digital sketching



## Ideation

- Sketch concept presentation for review and choice of layout before final rendering



# Starpack Hack: Rendering

Dr. Alis Diana Iacob, SDCA



# Starpack Hack: Rendering

Dr. Alis Diana Iacob, SDCA

Beginner

Adobe Dimension



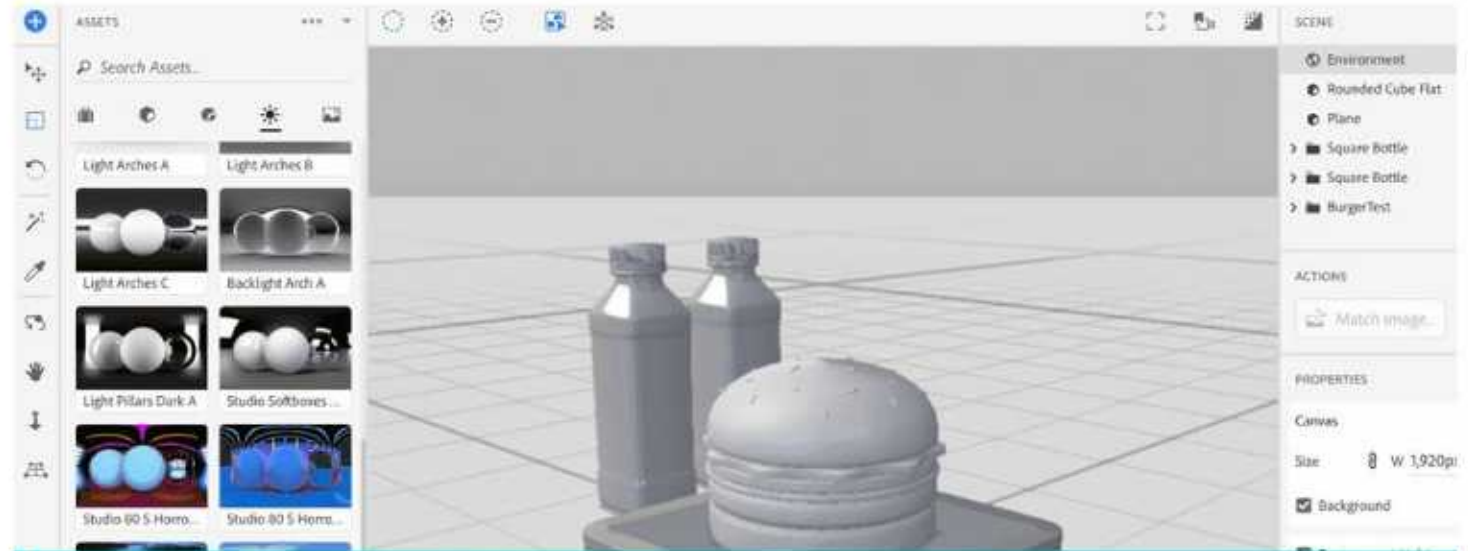


# Starpack Hack: Rendering

Dr. Alis Diana Iacob, SDCA

Adobe Dimension

Modelling and lighting



modelling | materials and textures | lights

# Starpack Hack: Rendering

Dr. Alis Diana Iacob, SDCA

Intermediate

Spline



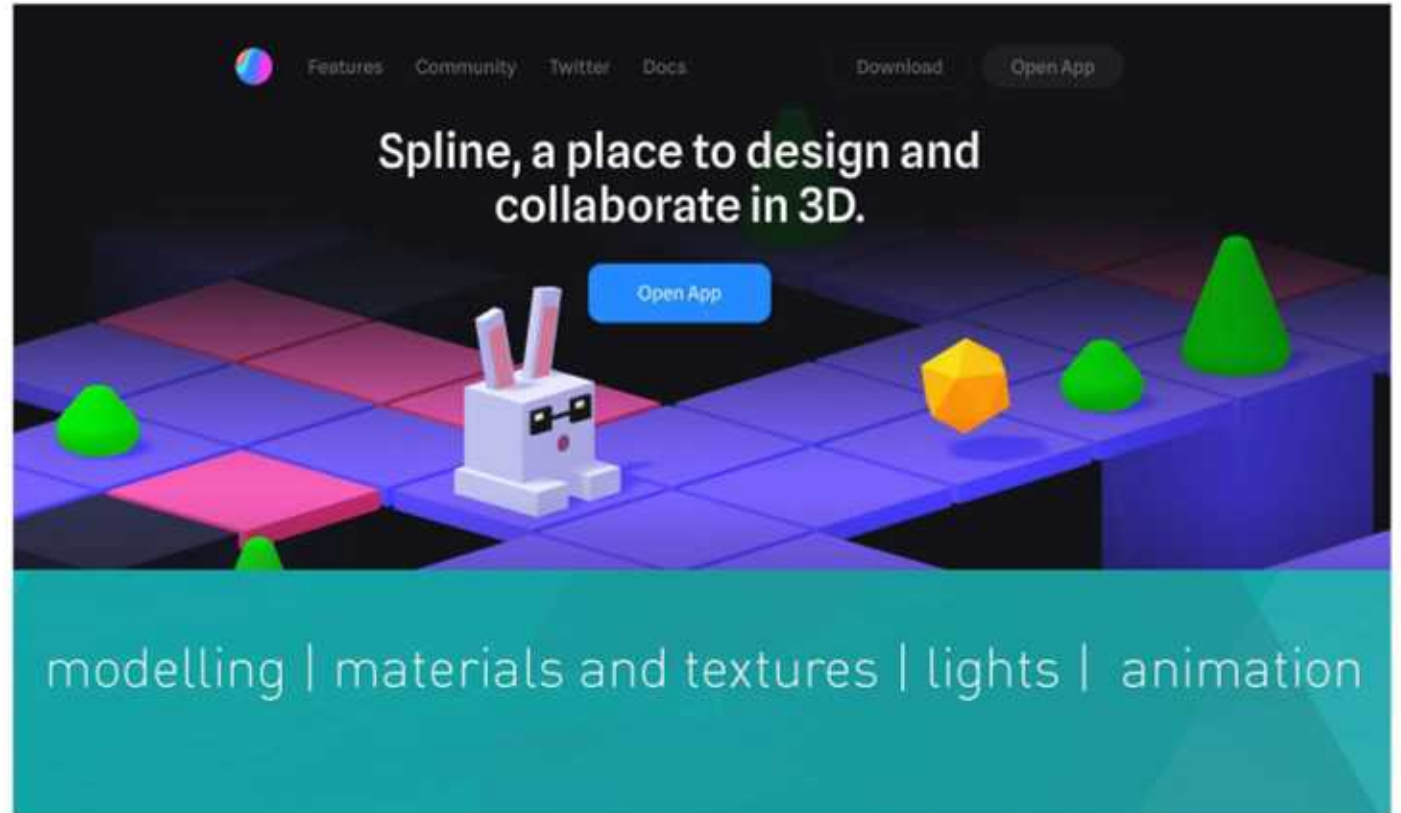
# Starpack Hack: Rendering

Dr. Alis Diana Iacob, SDCA

Intermediate

Spline

Modelling and lighting



# Starpack Hack: Rendering

Dr. Alis Diana Iacob, SDCA

Advanced

Adobe Substance



# Starpack Hack: Rendering

Dr. Alis Diana Iacob, SDCA

Advanced

Adobe Substance

Modelling and lighting



# Starpack Hack: Rendering

Dr. Alis Diana Iacob, SDCA

Advanced

Adobe Substance

