

SCHOOL OF DESIGN AND CREATIVE ARTS



Issue 4, 27th January 2023



Starpack Hack

30 Jan
03 Feb
23

The Hack is to support submissions to the Starpack2023 student design competition

The event will kick-off in LDS0.17 and online
Open to all students from Part A to placement
and Postgraduate Researchers

The Starpack Hack will involve:

- Review of all of the briefs for this year's completion
- Define a process for gaining insights and generating value propositions
- Discussing an approach to brand analysis and user interaction
- Detailing the pack design to match the requirements of that part of the industry, current and future manufacturing technologies
- Presentation format; telling an evocative visual story
- Advice on your concept, value proposition, brand, user interaction, technical detailing and presentation

Register your interest here..



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Starpack Hack

This event has been provided to help everyone who wishes to enter the Student Starpack Competition.

Here in the School of Design and Creative Arts, SDCA, we have a long track record of success in the Competition.

We want to share our knowledge to ensure everyone has the opportunity to submit the best version of their ideas.



Starpack Hack

There will be presentations on two days, with supporting resources on the Starpack Student webpage and sign-posting to other resources.

If there is enough interest we will organise advisory tutorials to go through your ideas.

Logoplaste Brief E Future of Milk

Brand analysis
The brief for Logoplaste and their design partner, the concept of 'Daily Daily' is designed to challenge the way people think about packaging and packaging design. The brief is to create a new packaging for milk that is both functional and aesthetically pleasing. The brief is to create a new packaging for milk that is both functional and aesthetically pleasing.

USP - User Experience
The design of the Daily Daily milk container and packaging is designed to be both functional and aesthetically pleasing. The design is to be both functional and aesthetically pleasing.

Manufacturing

Excluded view
The bottle has three main parts: bottle, bottle cap and graphic label.

- Bottle width: 3.5cm
- Bottle height: 3.5cm

Technical details

- The bottle is blow-molded with HDPE plastic.
- The bottle cap is injection molded with HDPE plastic.
- Graphics label is printed on White Polypropylene Label via extrusion head.
- The bottle is 100% recyclable. To recycle the bottle, simply rinse and throw it in the recycling bin.
- No need to remove the label and cap. The cap will slide off the dirt and leave the cap and label attached to the bottle.
- The extruded portion of HDPE plastic will have a new design.

Material Selection

HDPE
High Density Polyethylene (HDPE) is a thermoplastic polymer resin of the ethylene family. It is commonly used in a variety of applications, including plastic bottles, pipes, and containers.

PP
Polypropylene (PP) is a thermoplastic polymer resin of the propylene family. It is commonly used in a variety of applications, including plastic bottles, pipes, and containers.

Technical details

- Top diameter: 3.5cm
- Bottom diameter: 3.5cm
- Height: 3.5cm
- Cap diameter: 3.5cm
- Cap height: 2.5cm
- Cap thickness: 2.5cm
- Cap width: 3.5cm

USER LIFESTYLE

'Sign' fragrance is common to Teens and Young Adults.

Such a case is likely to have **Limited Space** (not being on back of a cabinet).

Meaning no space for clutter. Sign's packaging use **Store Cluster** rather than including marks.

Making a **Desirable** package enhances the use or **Collect** more.

DESIGN FEATURES

BUY
OPEN
USE
ABUSE

Reduced materials - No adhesive is required due to the mechanical hinge

Reusable - Secondary functions as a phone stand and a travel case

Recyclable - Made from 100% Aluminium

Front view

Back view

Top view

Side view

Bottom view

Final Elements
Reusable, Sustainable, Compact, Travel, Durable

Schedule of events

Monday 30th 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

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 374 840 716 801

Passcode: hjCx4X

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Schedule of events

Thursday 2nd 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 online design methods resources, Dr George Torrens, SDCA

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 341 733 628 88

Passcode: 4VM4yK

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