

# SCHOOL OF DESIGN AND CREATIVE ARTS

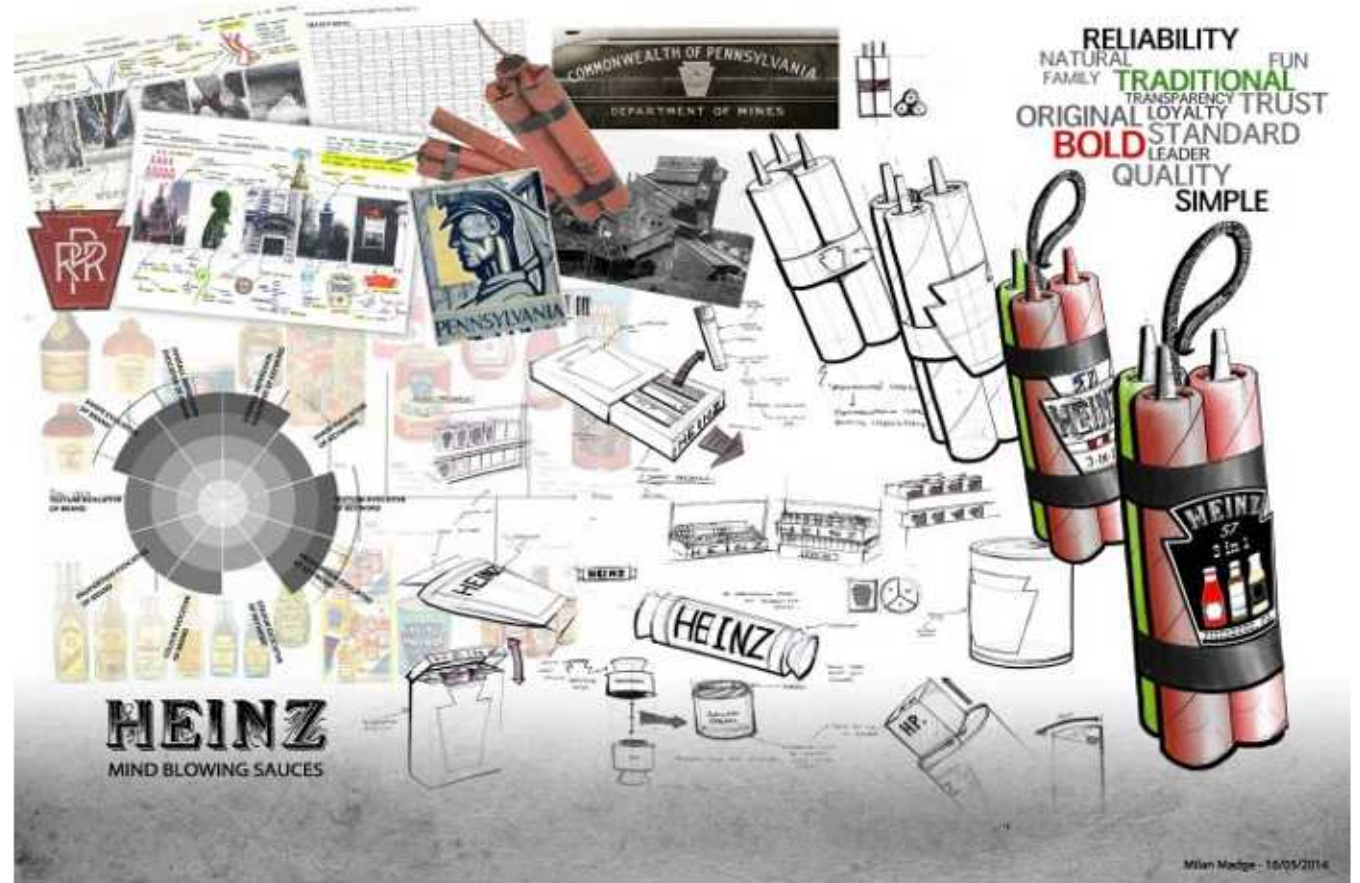


Design Presentation



# Starpack Hack: Presentation

The communication of your design and its value are as important as the design itself. Following are some suggestions on how to tell a good story with images.



# Starpack Hack: Presentation

Think about the keyword word you are trying to describe and enhance with shapes, lines and textures from the 'real world'.

Your sources may be pictures you've taken, modified images from the internet, sketches of existing brand packaging or other real-world objects.

## Taking descriptive photographs

Important things to consider when taking photographs from which you want to extract visual graphemes (shapes, lines and textures) are:

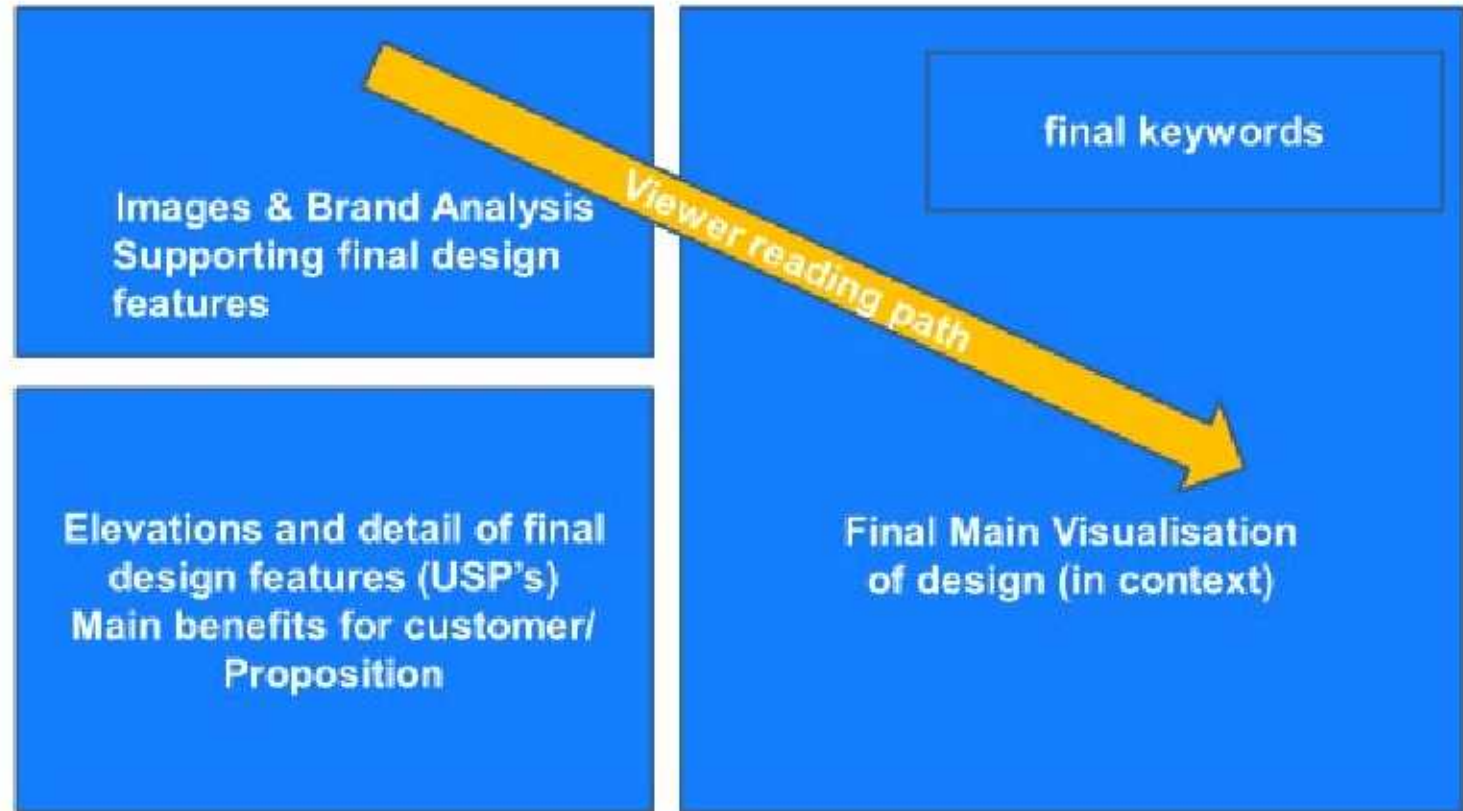
- Sharp focus (not blurred)
- Composition (are the shapes, lines and textures you want within your picture frame?)
- Orientation (remember top-down bias)
- Good contrast (plain backgrounds, avoid complex backgrounds)
- Detail rather than a whole landscape (try and keep it to one main shape, line or texture)



# Starpack Hack: Presentation

Package presentation. Should read right to left, top-down.

- Link samples of your research to the final brand design.
- Visually show the connection between your design and real-world images, user, task, and environment.



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Package presentation. Should read right to left, top-down.

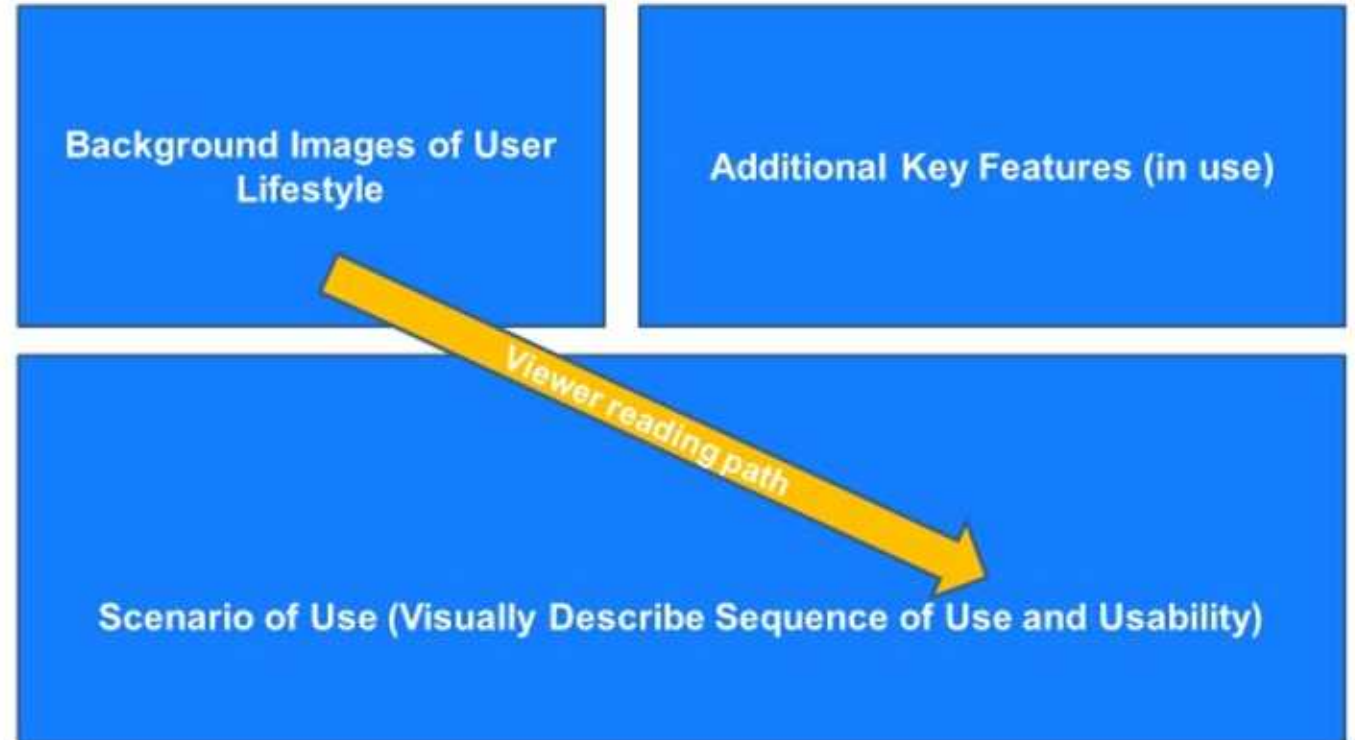
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# Starpack Hack: Presentation

## Package UTE (User Task Environment)

- Show detail of target user lifestyle
- Additional features of the design (USP's)
- Describe the scenario of use (purchase, transport, unpacking, display and use, additional use, recycle)



# Starpack Hack: Presentation

## Package UTE (User Task Environment)

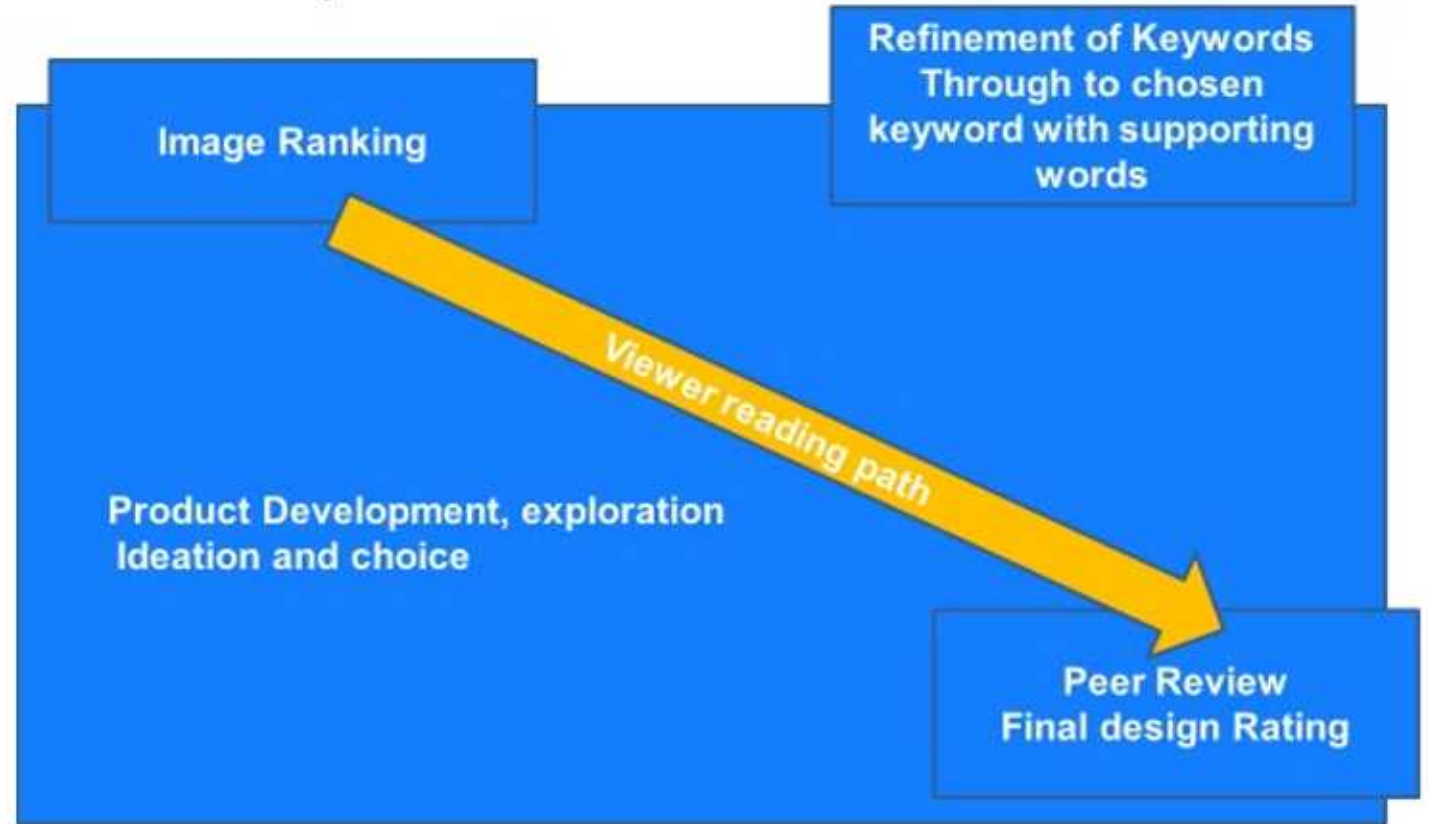
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# Starpack Hack: Presentation

## Package Development

- Show detail of keywords, image ranking or other selection process and or annotation of collected images and brand details
- Ideation, product development
- Final review of design detailing





# Starpack Hack: Presentation

## Package Development

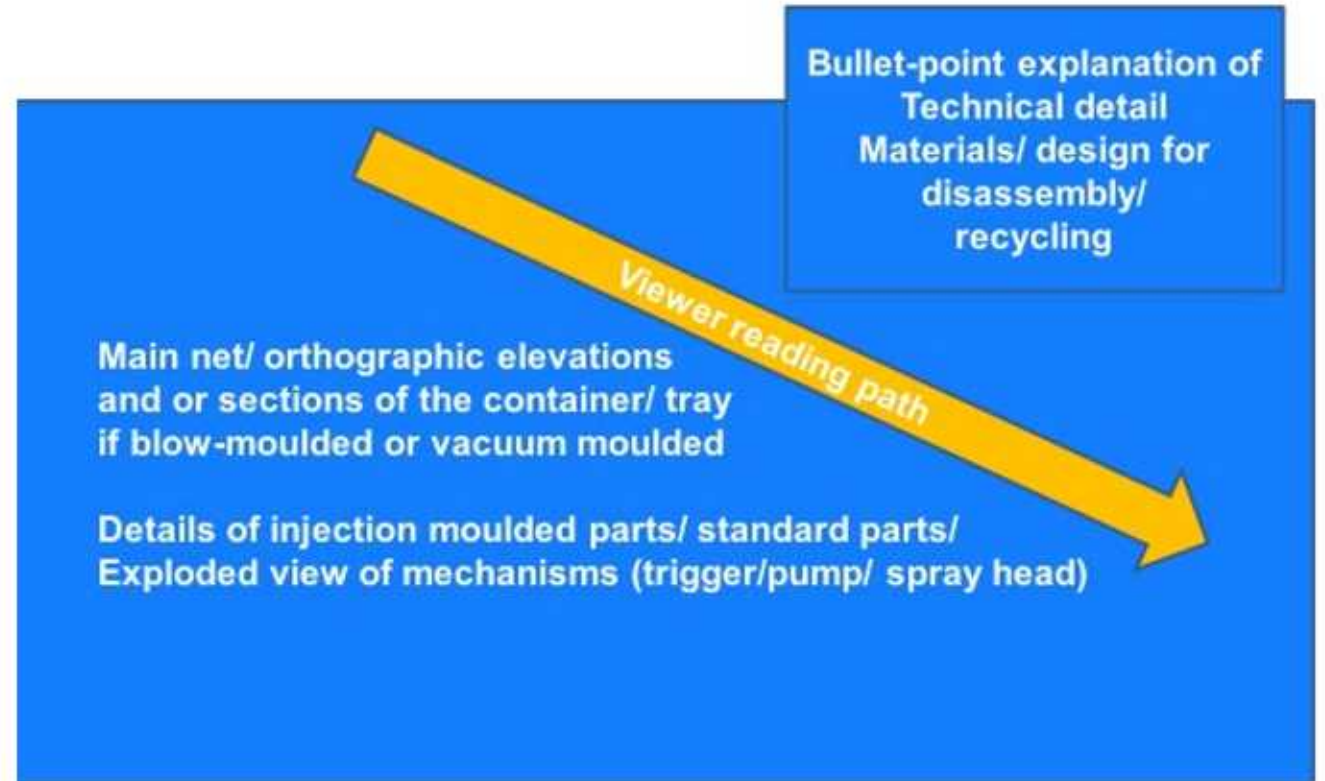
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# Starpack Hack: Presentation

## Package Technical detail

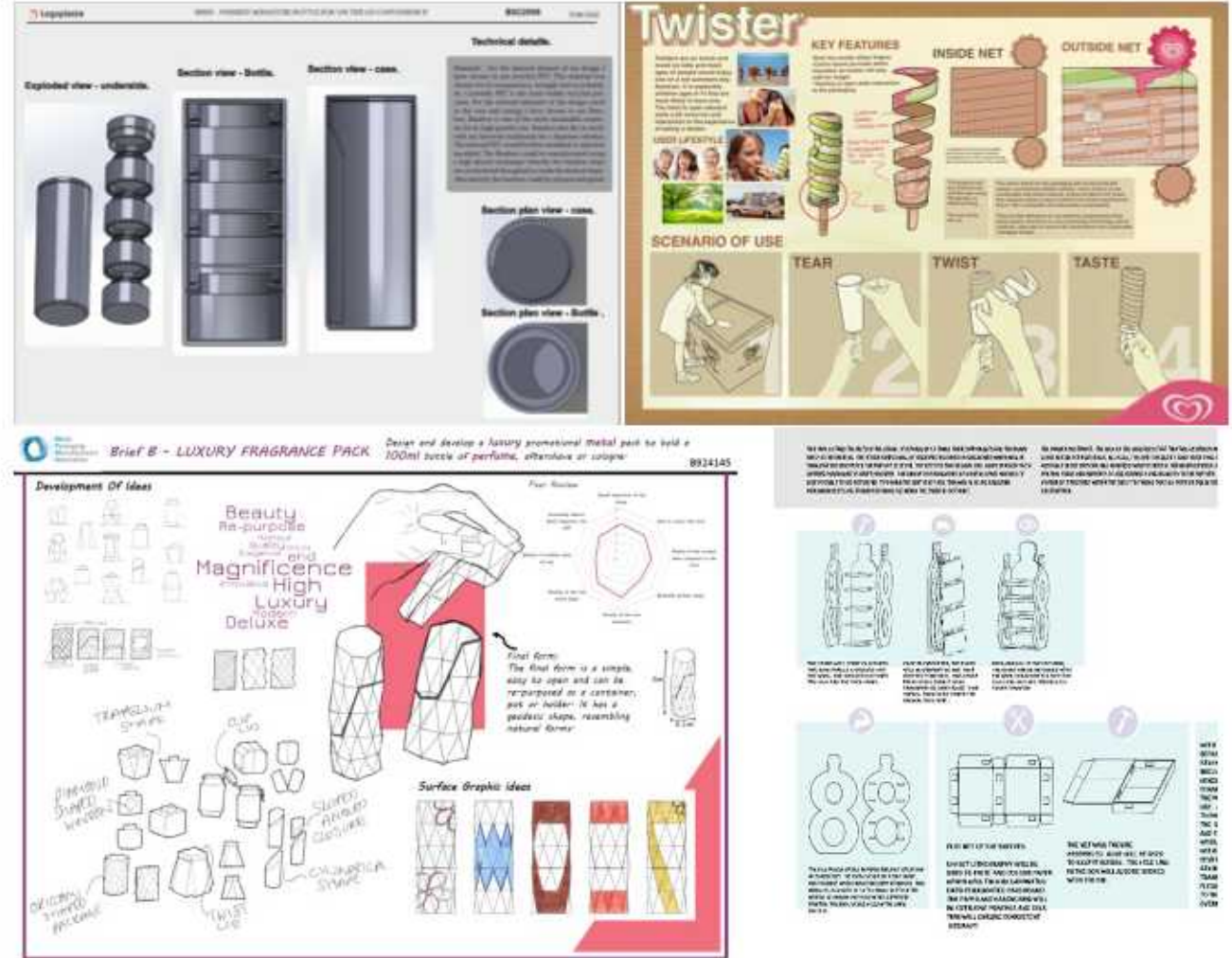
- Show detail of technical detail (materials choice -why, manufacturing detail)
- Manufacturing detail of packaging (net, cross-section of moulding, rolled edges, and assembly)



# Starpack Hack: Presentation

## Package Technical detail

- Show detail of technical detail (materials choice -why, manufacturing detail)
- Manufacturing detail of packaging (net, cross-section of moulding, rolled edges, and assembly)



# Starpack Hack: Design Presentation

Additional Questions:

## Starpack Hack

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## Brief

**Email Sponsor** (contact details at the bottom of each brief).