

SCHOOL OF DESIGN AND CREATIVE ARTS



**Introduction:
Monday 30th January 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 30th January 2023.
- Thursday 2nd February 2023.
- ‘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 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

Schedule of events

Thursday 2nd February 2023

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

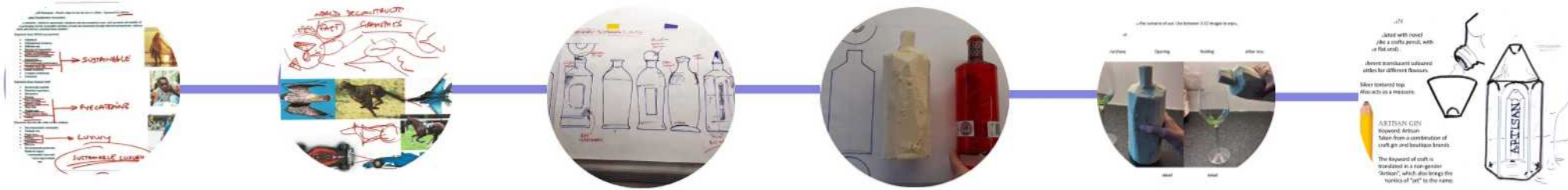
11:15-11:45 Introduction to Brand, Dr Nikki Clark, SDCA

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

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