

# SCHOOL OF DESIGN AND CREATIVE ARTS



Ideation



# Starpack Hack: Ideation

The process shown in the following slides can help you quickly generate concept designs that are the correct scale and proportion for the brief.





# Ideation

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

**Industrial Design Studies**  
**Brief F – Luxury Gift Packaging – Family range of cans for teas or coffees - Sponsored by MPMA**  
 Metal Packaging Manufacturers Association

Mission statement: 'related to operational, regulatory and environmental issues' and 'promotes the benefits of metal packaging and the sustainable attributes of steel and aluminium through education programmes, industry awards and relevant communication channels.'

Keywords from MPMA mission brief:

- Statistical
- Management resources
- Efficient use
- Resourced responsibly
- Metal Sustainability
- Permanently available
- Renewable
- Environmental performance
- Modern daily life
- Prime condition
- Complex technology
- Unlimited

Keywords from Starpack brief:

- Increasingly popular
- Premium experience
- Decorative
- Exciting
- Eye-catching
- Quality retail
- Duty free
- Higher-end
- High-quality finish
- Luxury

Keywords describe the values of the company:

- Environmentally sustainable
- Multiple use
- High-class
- Deluxe
- Upmarket
- Recycle
- Environmental protection
- Reduced impact
- Environmental conscious
- Continuous improvement
- Contemporary
- In trend
- Public

**User**      *Mother child > 5*      **Task**      *SINK*      **Environment**

**SUSTAINABLE** (pointing to MPMA keywords)

**EYE CATCHING** (pointing to Starpack keywords)

**LUXURY** (pointing to company values)

**SUSTAINABLE LUXURY** (circled)

**ADULT** (circled)

**CELEBRATION** (circled)

**EVENT OUTDOOR INDOORS** (circled)

**WASHER** (pointing to washing machine image)



# 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).



Stage A): Stick foam together with double-sided tape and draw



Stage B): Cut/sculpt/shave outer block with craft knife until you

The preparation to draw the template underlays took in total 60minutes.

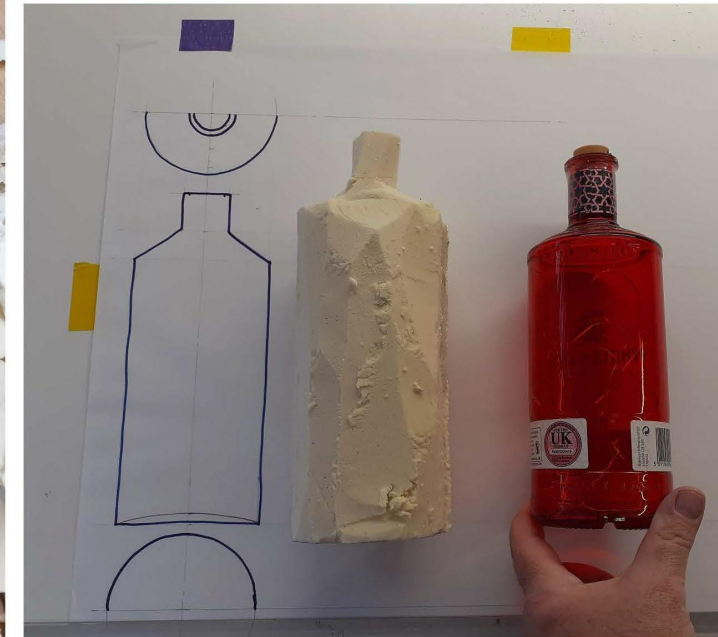
30 minutes to get paper and drawing equipment out and draw orthographic view, based on measurements from bottle.

20 minutes to find scrap foam blocks and double-sided tape, draw on basic outline with a fibre-tip pen and cut away until rough basic shape achieved. This was good enough for the template (surfing).

10 minutes to take photograph and download onto computer for processing.

Drawing and making to scale offers a number of benefits:

1. You can put your hand next to the drawing or model to check scale proportion and the size of details.
2. You can more easily see all the detail on a scale drawing.
3. You can use the drawings to make more refined models later in the Semester.



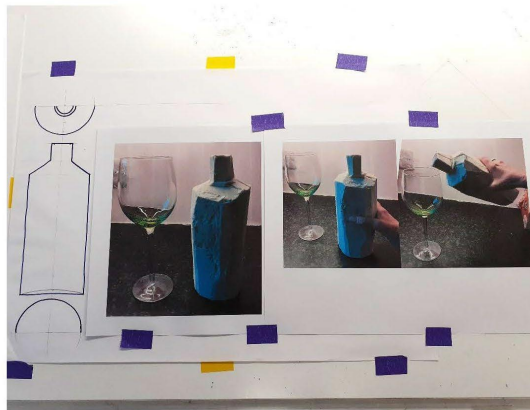
Stage C): Draw orthographic (flat) outline to scale. Matches with original bottle and basic



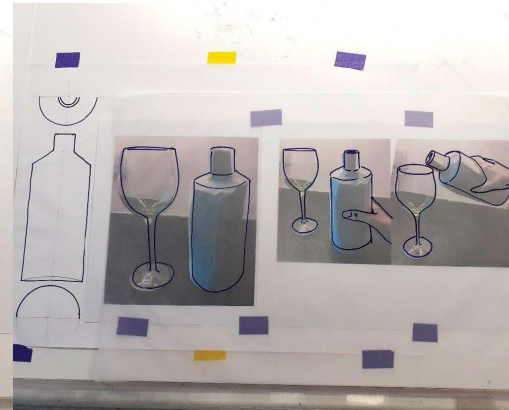
# Ideation

- Ideate (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.

Preparation of underlay templates: Example – gin bottle. Orthographic (Flat) illustrations, front, top bottom, to scale on A3 paper. Draw full-scale orthographic to check scale and proportion.



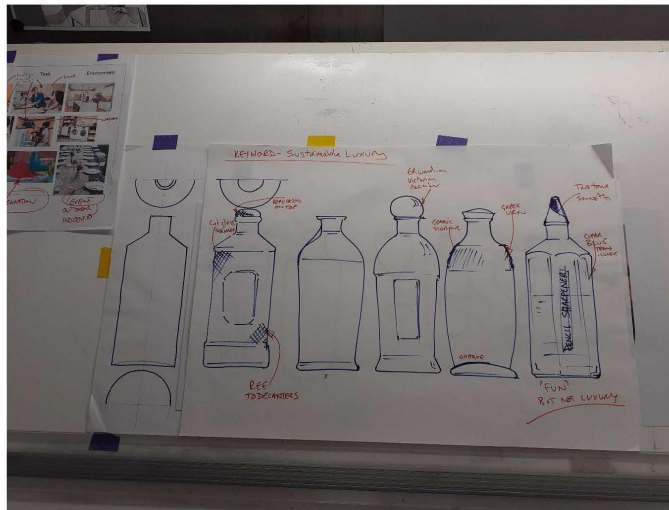
Stage A: Photograph the model/sample in context/holding/doing task



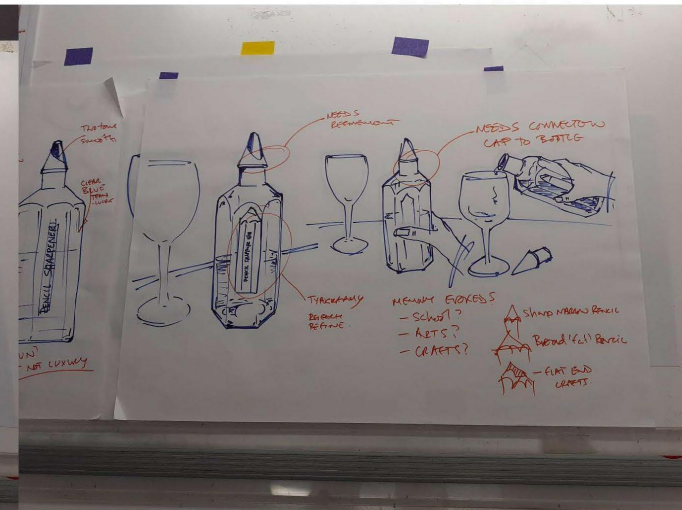
Stage B: use tracing paper to trace over the top of printed photographs or traced (carefully) from screen (with soft fibre tip).



Stage C: Use line drawing as underlays to explore and draw design options, based on keywords and brand analysis. **Note:** Review last week's "introduction to brand" lecture (land rover example), plus next week's support tutorial video.



Stage D: Use keywords and images to generate design outlines based on underlay template, multiple quick illustrations/ ideations. Annotate after you have generated the images. Only essential shading or texture.



Stage E: Follow through those you think are good ideas: for example, the 'pencil sharpener gin' concept. Use the perspective line drawings to draw up a scenario of use. Move quickly on to the next set of keywords until you have generated five-ten options. Leave for half a day and then review again, adding further annotation on first review.

# Ideation

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

## ARTISAN GIN

USP associated with novel shape (like a crafts pencil, with unique flat end) .

Different translucent coloured bottles for different flavours.

Silver textured top.  
Also acts as a measure.



## ARTISAN GIN

Keyword: Artisan

Taken from a combination of craft gin and boutique brands

The Keyword of craft is translated in a non-gender "Artisan", which also brings the semantics of "art" to the name.





# Ideation

- Sketch concept scenario for review.

## ARTISAN GIN

The important visual element is the scenario of use. Use between 3-12 images to explain the novelty of use. (You may need two rows of images).

This is an example layout

