Activity 4.2 Puzzle Cube Package (Optional)

Introduction

Have you ever been tempted to buy a product just because the package and its advertising appealed to your sense of need or want? Have you ever thought that one product brand must be better than another because the package that the product comes in looks better than its competitor? If this is the case, do you think it was by accident that you had these thoughts? In many cases, packaging sells the product.

Think of all of the different types of packaging you come in contact with in your everyday lives; it’s mind-boggling! Examples of different types of packaging include packaging peanuts, Styrofoam inserts, cardboard boxes, wood pallets, blister packs, bubble wrap, tubes, glass and plastic bottles, shrink-wrap, DVD boxes, and aluminum cans. The list could go on for pages. The protection of your purchases, the freshness of your foods, the safety of your products, the instructional information you need, the visual attractiveness of a product, and many other considerations go into the design of a package.

Equipment

- Computer with Microsoft Word
- Color or black and white laser printer
- ¼ inch ruled 11 x 17 inch or 12 x 18 inch graph paper
- Paperboard
- Straight edge
- Colored pencils
- Colored markers
- Glue stick
- Transparent tape
- Scissors
- X-ACTO knife
- Cutting board

Procedure

In this activity you will design a package to house your puzzle cube design. A pattern layout or development will be created on graph paper and transferred to paperboard. Graphics will then be applied to paperboard panels and flaps. The paperboard will then be scored and folded into a useable package.

In your engineering notebook, brainstorm ideas for your puzzle cube package design. The user must be able to insert and remove the puzzle cube without destroying the package.
Determine the design of your package and lay out your package shape using the large format graph paper.

Create and apply the printed information before the package is cut out and folded. Text should be created in Microsoft Word, and must include the designer’s name, appropriate warnings, cost, country of manufacture, and fictitious company name. Graphics should include an isometric sketch of the assembled cube and a bar code. If a color printer is not available, color may be added through the use of markers, colored pencils, crayons, or paints. A window through which to view the product is optional.

Score the paperboard to make the folds clean and uniform. Cut out, fold and apply adhesive or tape where needed to create your package.
Hand in your completed package to your instructor for evaluation.
Conclusion

1. What factors do you consider when purchasing a product? Rank these factors from most important to least important. What patterns do you recognize within the ranking of factors?

2. What changes in design of beverage packages have you noticed over the past few years? What reason(s) can you state for these changes? Have these changes been for aesthetics, for functionality, ease of use, or to save material?