

PROJECT 3:

Lightbulb Package

GOAL:

Design an innovative and aesthetically pleasing package that holds 3 light bulbs.

WHY? (WHAT ARE THE LEARNING GOALS)

1_Apply principles of 2-d design to 3-d

2_Introduction to Industrial Design

**3_Continuation of design as problem solving,
learning a widely applicable design process:**

–Research/collect info

–Ideate/develop/refine

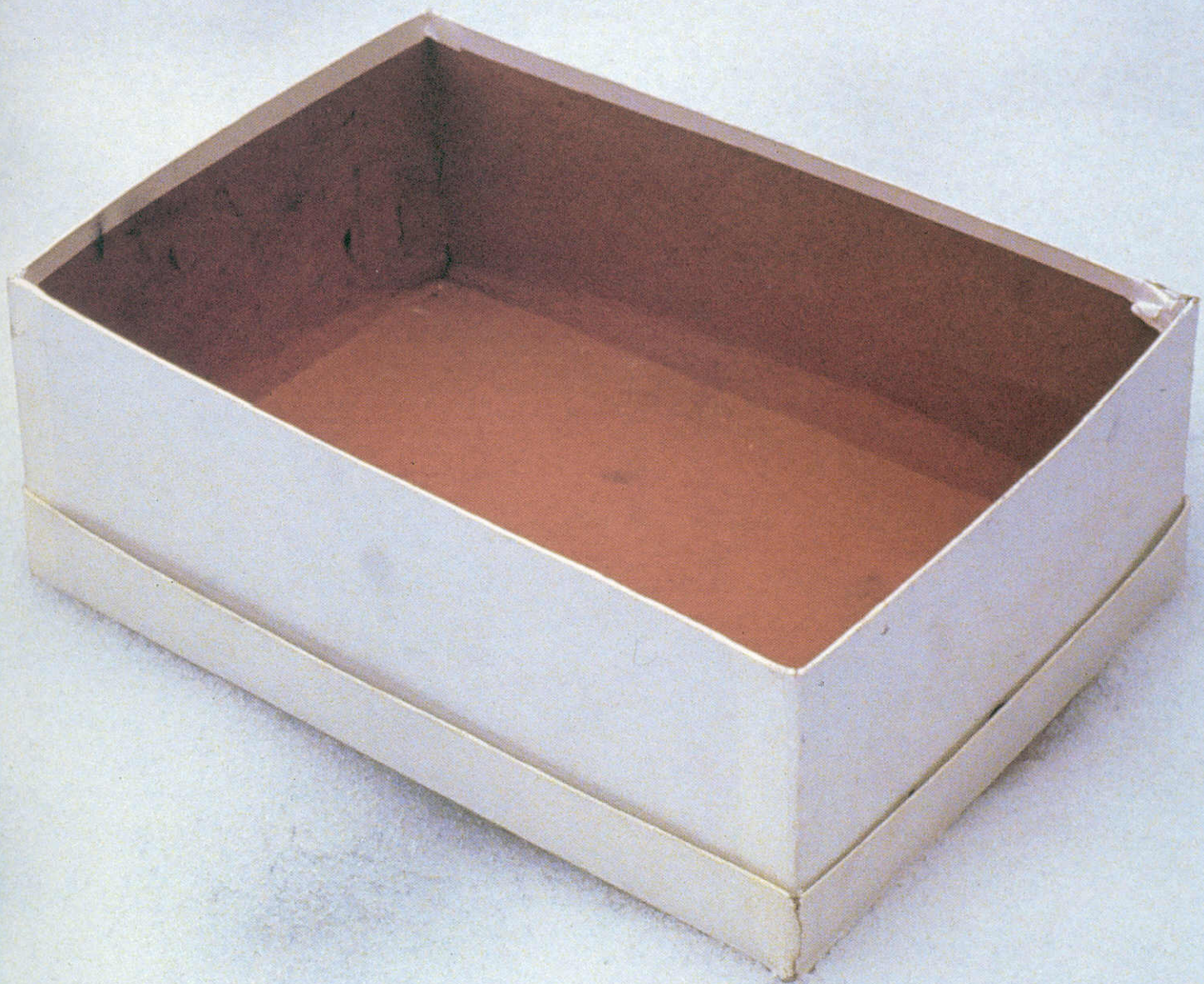
–Work within constraints (i.e., material)

QUESTION_1:

How can we make it unique?

Will all the final products look the same?

I feel like everyone will have similar products.







121 X 022 X 022 - 010

121 X 022 X 022 - 010

NIKE

NIKE

SWOOSH

JUST DO IT.

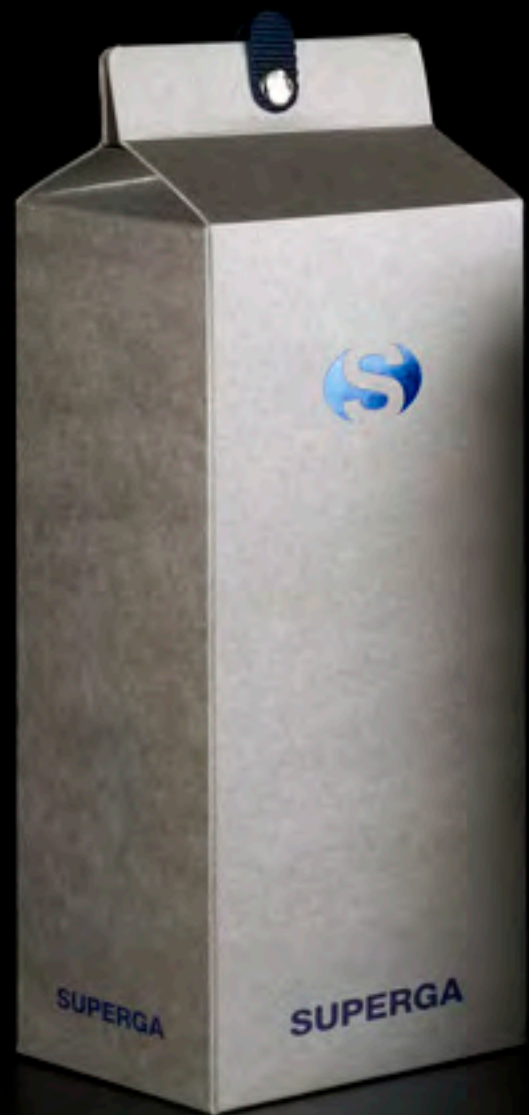
Nike, Inc.
One Bowerman Drive
Beaverton, Oregon
97005, USA

Nike Corporation Operations
Department 610
1277 NE, Milliken Blvd
Portland, Oregon



BOX MADE IN TAIWAN
BOITE FABRIQUEE A TAIWAN
CAIXA FABRICADA EM TAIWAN

JUST DO IT.





USING A "CRASH LOCK BOTTOM," THEY WERE ALL CAPABLE OF BEING TRANSPORTED FLAT, AND QUICKLY AND EASILY ASSEMBLED.

THE TOP AND BOTTOM OF THE RUBBER TABS, A UNIQUE PATENTED MECHANISM THAT ALLOWED THE BOX TO BE OPENED BY PULLING RATHER THAN PRISING IT APART. "WHEN THE BEGINNING IS GOOD," OBSERVES WEIL, "IT'S NO ACCIDENT WHEN YOU GET TO THE END."



SUPERGA® SUPERGA®



FROM THE FIRST
PRESENTATION OF IDEAS,
THIS MOCKUP SHOWED
THE PRESS-STUD FIXING
THAT ALLOWED THE
SHOES TO BE REMOVED
AND PUT BACK WHILE
THE BOX WAS EITHER
STANDING OR LYING FLAT.



BE THE FIRST TO KNOW! WE'VE INTRODUCED SHIP TO YOUR DOOR. BECAUSE WE KNOW YOU'VE GOT TO GET THE SHOE YOU WANT, WHEN YOU WANT IT. AND WE KNOW YOU'VE GOT TO GET IT FIRST. THAT'S WHY WE'VE INTRODUCED THE CLEVER LITTLE BAG. SO YOU CAN GET THE SHOE YOU WANT, WHEN YOU WANT IT. AND WE KNOW YOU'VE GOT TO GET IT FIRST. THAT'S WHY WE'VE INTRODUCED THE CLEVER LITTLE BAG.

CLEVER LITTLE BAG®



350734 01

Jordan 4 Classic
Red
Size 7-8

7.5	41
8.5	26.5



CURRENT LIGHT BULB PACKAGES



SONY

Can't find
100W Bulbs?

Partial replacement lighting for a fixture that is 100W incandescent bulb.

Maximum wattage can't be larger than the incandescent bulb it's replacing. Maximum wattage is the same amount of light but less energy.

The bulbs below will meet your needs and save you a lot of money.

TV doesn't
turn off
the lights

50% off



Lighting



energy smart
60
13

energy smart
75
LASTS 7 YEARS
20

energy smart
75
LASTS 5 YEARS

soft white 100
5 Year Bulb Long Life
8000 Hours

7.58

7.58

7.58

7.58

energy smart
60

energy smart
75
LASTS 8 YEARS
20

energy smart
75
LASTS 5 YEARS

soft white 100
5 Year Bulb Long Life
8000 Hours

60

7.58

7.58

7.58

7.58

7.58

LED TECHNOLOGY replaces **60W**

WARM **60**

600
LUMENS

DIMMABLE
10% - 100%

Light Appearance

WARM
2700K

Energy used

11
WATTS

Warranty

2
YEARS



LASTS
25,000
HOURS

Long life + Low cost

Brightness

600
lumens

Estimated Energy cost

\$1.32
per year

Spiral Compact
Fluorescent
Medium Base



Soft White



2700K
Warm
Soft Light

60w
replacement
15w

FOR USE IN :



AVERAGE LIFE
10,000 HOURS
HORAS

Brightness
950 lumens
Estimated Energy Cost
\$ **1.78** per year

Brightness
950
lumens

565656
GENERAL PURPOSE
PARA TODO USO



GENERAL
ELECTRIC
U.S.A.

TUBULAR
BULB

NELA PARK
CLEVELAND, OHIO
44112



GENERAL
ELECTRIC
U.S.A.

TUBULAR
BULB

NELA PARK
CLEVELAND, OHIO
44112



GENERAL PURPOSE

90002



soft white²⁵
regular, every day light[®]



light output: 210 lumens	energy used: 25 watts	life: 2500 hours	2 bulbs (A19)
------------------------------------	---------------------------------	----------------------------	----------------------

To save energy costs, find the bulbs with the light output you need, then choose the one with the lowest watts.

GENERAL PURPOSE

90002



soft white²⁵
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To save energy costs, find the bulbs with the light output you need, then choose the one with the lowest watts.



FLUORESCENT LIGHT BULBS
WARM WHITE



23
Watts

Energy Saving
General Purpose
Long Lasting: 7 Year Life
Uses 75% less electricity




VIRIBRIGHT
LED LIGHT BULB

Energy Efficient Products for Everyday Life

VIRIBRIGHT
LED LIGHT BULB

ENERGY-SAVING

**EARTH
FRIENDLY**

**USES
80%
LESS
ENERGY**

**6 LASTS
YEARS**
Based on 5 hours use per day

11W

MERCURY-FREE


MERCURY-FREE


VIRIBRIGHT
LED LIGHT BULB

VIRIBRIGHT UBI VIRIBRIGHT UBI VIRIBRIGHT UBI

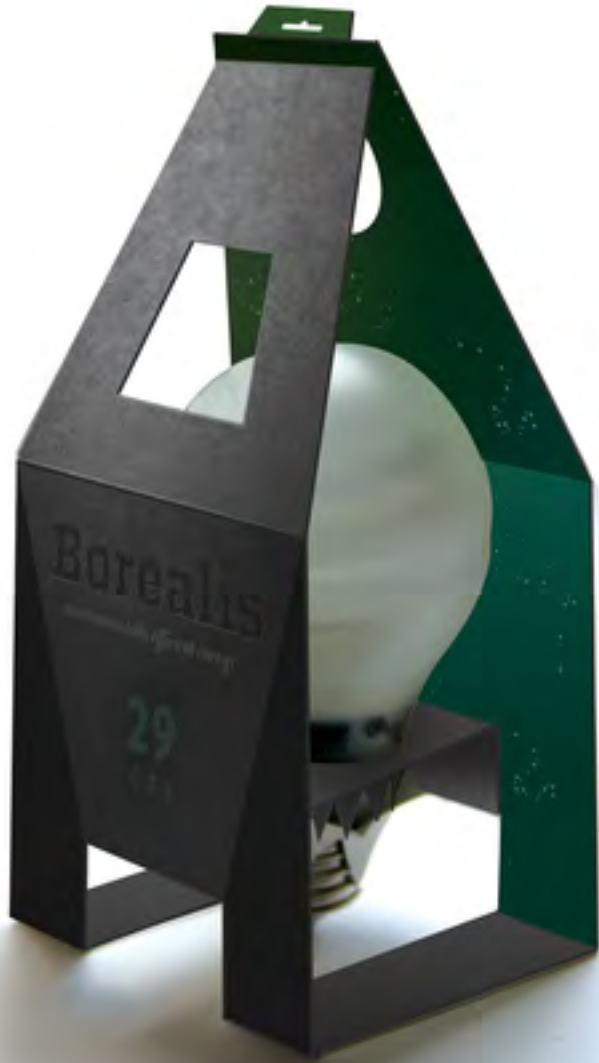


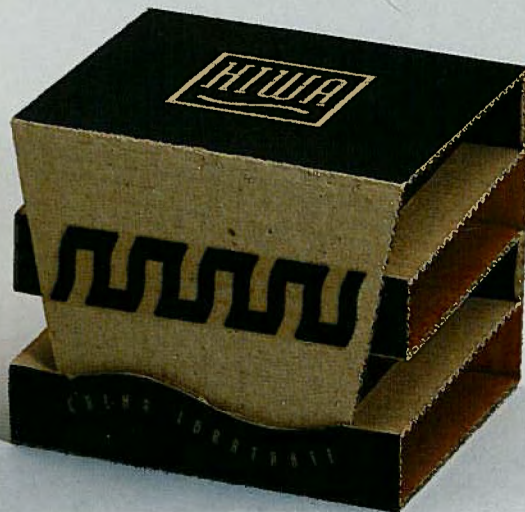
WHAT ARE THE OPPORTUNITIES FOR IMPROVEMENT?

–*aesthetics*

–*concept*

–*usability*





design firm
no.parking
designers

Sabine Lercher, Caterino Romio

Hiwa Cosmetics

This packaging for a new cosmetics line was designed both to showcase the products and to work as a display. The bold design is silk-screened in black on sturdy cardboard.





THE BATH HOUSE
Citrus Garden

body lotion

THE BATH HOUSE LTD
Citrus Garden

Infused with
nourishing sweet
almond oil, soothing
chamomile and borage oil,
with a hint of citrus our
body lotion leaves skin
soft and smooth.
A relaxing scent
of lavender, mint
and helix.

body lotion

© 2009 ml / 4.2 fl. oz.

THE BATH HOUSE LTD

THE BATH HOUSE LTD

THE BATH HOUSE LTD



15
60

ENERGYSMART™
SOFT WHITE
ONE BULB



20
75

ENERGYSMART™
SOFT WHITE
ONE BULB



26
100

ENERGYSMART™
SOFT WHITE
ONE BULB

19 Special Folds

Like origami, folds can be used to create shape. In certain instances, this design approach will deliver punch and economy in the finishing process. Always test the strength of the folded concept with the actual package material before committing to a final die to avoid any retail mishaps.



Project
Product package design
Firm
Aloof Design
Design Team
Sam Aloof, Jon Hodkinson,
Andrew Scrase
Client
Heal's

This package illustrates how cardboard, when folded, can provide an involving, high-end feel for a luxury product. In addition, this creative solution achieved luxury-gift status within a standard packaging budget.



WHAT ARE THE OPPORTUNITIES FOR IMPROVEMENT?

- aesthetics*
- concept*
- usability*



Minute Maid.
MADE IN CANADA

100% JUICE

APPLE JUICE

FOR DRINKING OR COOKING

1.5 L (50.7 FL OZ)





Naoto Fukasawa: Juice Skin







WATERMELON

Sweets
gourmet taffy

WATERMELON

Sweets
gourmet taffy

EGGNOG

Sweets
gourmet taffy

EGGNOG

CARAMEL

Sweets
gourmet taffy

CARAMEL

Sweets
gourmet taffy

CANDY CANE

Sweets
gourmet taffy

CANDY CANE

Sweets
gourmet taffy

OLD SCHOOL

Sweets
OLD SCHOOL

Sweets
gourmet salt water taffy

Buy **5** Ecospirals
for **\$10**



AND SAVE UP TO \$980* ON YOUR POWER COSTS

Replace 5 of your most frequently used bulbs with ENERGY STAR® rated Ecospirals, and save up to a massive \$980* over their lifetime.

- Ecospirals last up to 10 times longer and use 75% less electricity than standard incandescent bulbs.
- Ecospirals are at least as bright as standard bulbs.
- As they don't get hot like standard light bulbs, and with an ultra low mercury content of less than 1 drop, Ecospirals are safe lighting for your home.

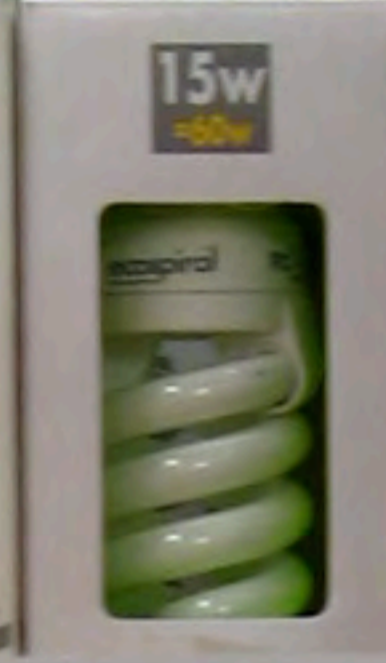
*Based on a 100-watt incandescent bulb. Actual savings may vary. ©2007 Philips North America Lighting Company. All rights reserved.

These technical specifications are based on replacing the 100-watt incandescent bulb with the ENERGY STAR rated energy-saving light bulb. The actual power consumption, lamp life, and other characteristics of the light bulb used for the comparison may vary. Actual savings may vary. ©2007 Philips North America Lighting Company. All rights reserved.

ecospiral
Ecofriendly
Ecofriendly
Ecofriendly



ecospiral
Ecofriendly
Ecofriendly
Ecofriendly



ecospiral screwfitting



ecospiral
2700K WARM WHITE LIGHT
HIGH POWER FACTOR
Ecofriendly
Ecofriendly
Ecofriendly



ecospiral
2700K WARM WHITE LIGHT
HIGH POWER FACTOR
Ecofriendly
Ecofriendly
Ecofriendly



ecospiral screwfitting

THE DUANE READER
NEW PRODUCTS HOT PRICES!
5/\$10
ECOSPIRAL LIGHT BULBS (MUST BUY FIVE)



Equivalent
Wattage
450
Watt

Color
Temperature
96°
CRI

Lifespan
25,000
Hours

PHILIPS LED
WHITE

Equivalent
Wattage
600
Watt

Equivalent
Wattage
600
Watt

Equivalent
Wattage
600
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Equivalent
Wattage
96°
CRI

Lifespan
25,000
Hours

PHILIPS LED
WARM WHITE

Equivalent
Wattage
450
Watt

Color
Temperature
96°
CRI

PHILIPS LED
COOL WHITE

Equivalent
Wattage
800
Watt

Color
Temperature
96°
CRI

Lifespan
25,000
Hours

Equivalent
Wattage
800
Watt

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Equivalent
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WHAT ARE THE OPPORTUNITIES FOR IMPROVEMENT?

–*aesthetics*

–*concept*

–*usability*



TRAVEL

RE-USE

RE-USE









THERE IS
ONLY ONE

100% BEEF
**BIG
MAC**



*two all
beef patties*



WHAT MAKES YOUR BIG MAC SO UNIQUE?
Maybe it's how the double layer of sear-sizzled
100% pure beef mingles with the sauce and melty
cheese, the snap of onion and the tart crunch
of pickle. Or, maybe it's just that it's tall.

i'm lovin' it.





TEAR OFF CAP
TO SQUEEZE

DIP & SQUEEZE™



5187380-002

INGREDIENTS: TOMATO CONCENTRATE FROM RED RIPE TOMATOES;
DISTILLED VINEGAR, HIGH FRUCTOSE CORN SYRUP, CORN SYRUP,
SALT, SPICE, ONION POWDER, NATURAL FLAVORING.

MFD. IN U.S.A. BY H.J. HEINZ CO., LP.
PITTSBURGH, PA 15222

NET WT.
0.95 OZ (27g)

PEEL BACK

TO
DIP





TEAR OFF CAP
TO SQUEEZE

DIP & SQUEEZE™
3x MORE KETCHUP
THAN 9 GRAM PACKETS



INGREDIENTS: TOMATO CONCENTRATE FROM RED ALBINO TOMATOES,
DISTILLED VINEGAR, HIGH FRUCTOSE CORN SYRUP, SALT, SPICE,
SALT, SPICE, ONION POWDER, NATURAL FLAVORS.
MADE IN U.S.A. BY HEINZ KETCHUP CO.,
PITTSBURGH, PA 15222

TO DIP
PEEL BACK

NET WT.
0.95 OZ (27g)

SHAKE WELL
30 SECONDS

HEINZ KETCHUP
MADE IN U.S.A.

DIP & SQUEEZE™ – EASY, EVERYWHERE, FUN!

Simple and Convenient

It's so easy to open and use, you can enjoy your burgers and dippables in the car, at the park, at work – wherever you want a side dish of deliciousness.



You Choose –
Dipper? Squeezer?
Both? Dip & Squeeze™ fits the way you use Heinz® Ketchup.



Easy Dipping
Dip & Squeeze™ is all set for dipping, so you don't have to squeeze your Heinz® Ketchup into a different container.



More Ketchup
There's more to love with Dip & Squeeze™. You get three times as much Heinz® Ketchup as in a regular 9g packet.



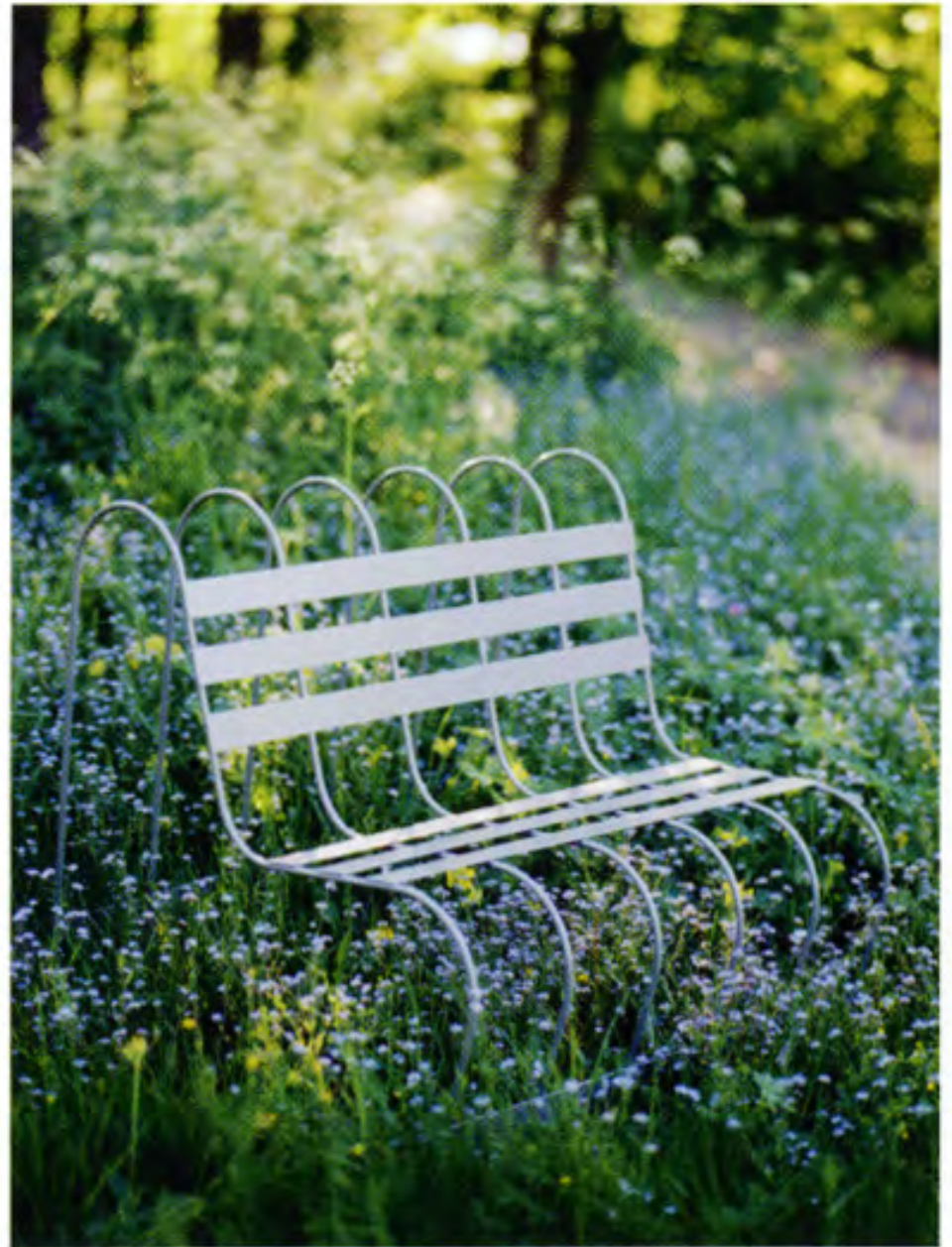
Squeeze With Ease
Dip & Squeeze™ gives you pinpoint accuracy. So you can put delicious Heinz® Ketchup exactly where you want it.



GROWN, NOT MADE®



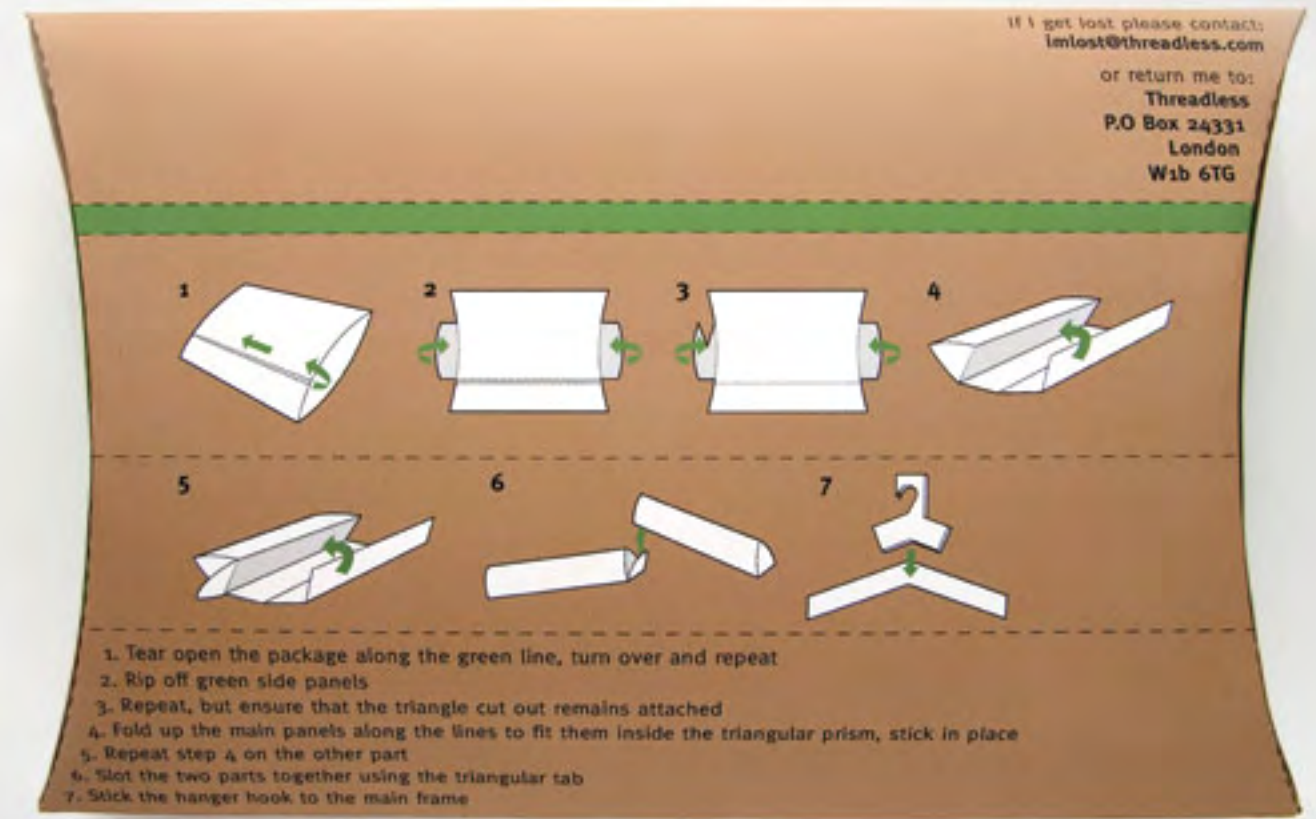
**Above and right:
Gardener's Sofa**
Designed by Eva Schildt.
This bench provides a frame
on which plants can grow.
The design improves with age
as the vegetation becomes
more established.



Right: Shelflife

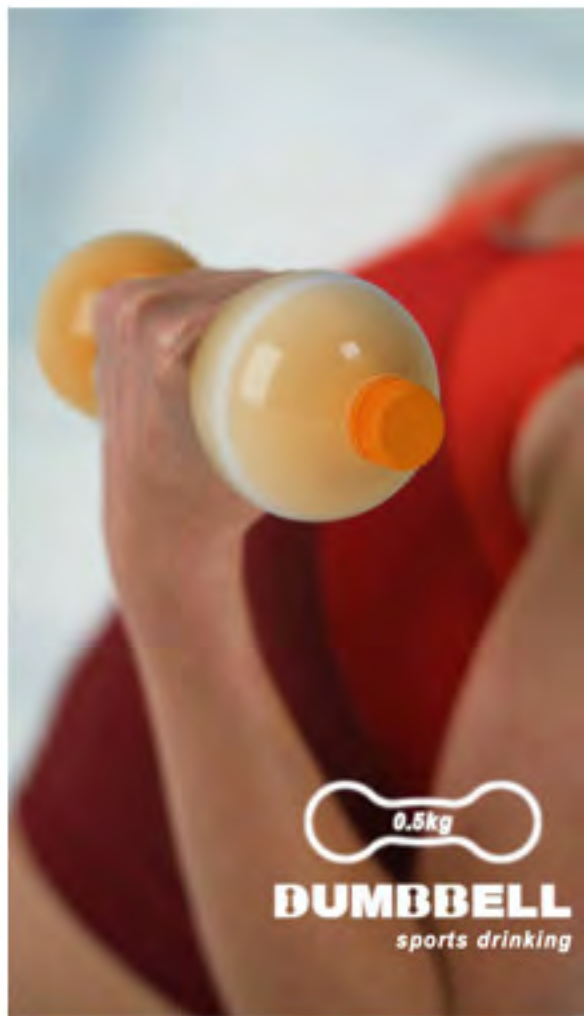
Designed by Charles Trevelyan. This system integrates shelving of various proportions with a chair and workstation that are hidden within the structure. Photo by George Ong.



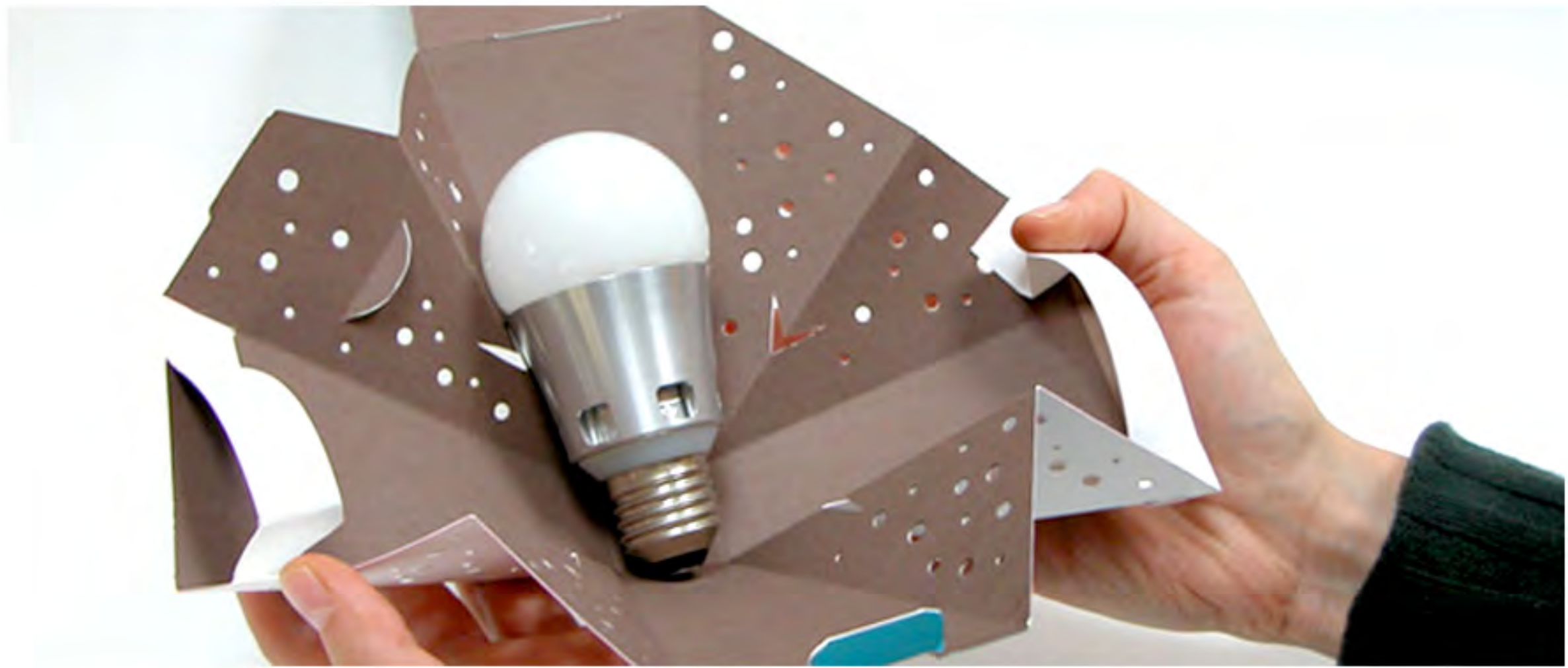




DUMBBELL
sports drinking



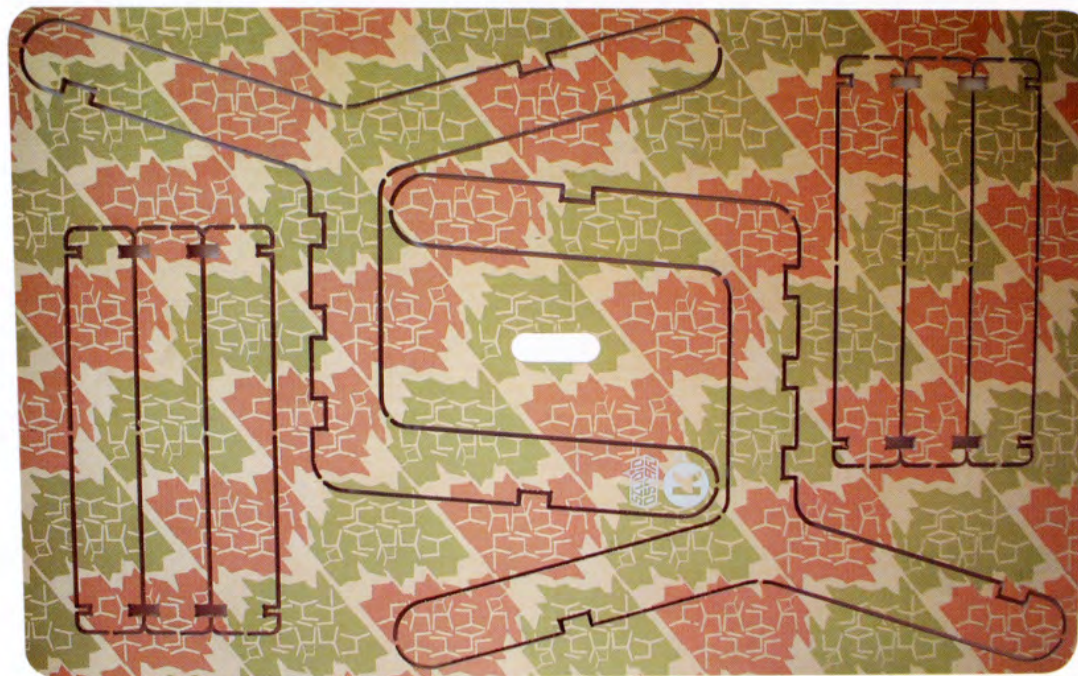
DUMBBELL
sports drinking



32"

1, 2, 3, or 4 pieces — of any size —
as long as all pieces fit on a 16" x 32" sheet

16"



Above and right: Chairfix
Designed and manufactured by Ben Wilson. Three chairs can be cut from one sheet of plywood. The chairs are reversible and offer the user a choice of either a green or pink repeating pattern. Such choice adds value to this piece through allowing greater decorative options. Matched with a design that incorporates good logistic reach, and ease of transport and assembly, this collection transcends perceived social and geographic boundaries.



> Perimeter

> THE EVOLUTION

The Hot SEAT

It's rare for a model of minimalism to be so dynamic, but modular design maestro Alain Berteau's **Instant side chair** springs to life from an unassuming plank of plywood in just minutes, using only a handful of screws. Once assembled, it cuts a fine figure indeed. **\$150 to \$225**, nova68.com



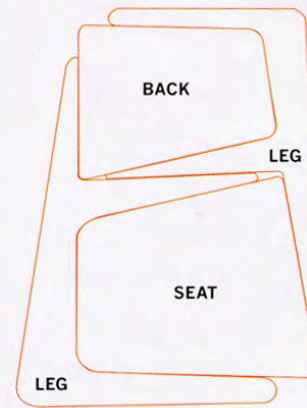
PACKING

The flat box the chair comes in (check out this stack of eight) makes it easy to disassemble the seat for storage or transport.



PIECES

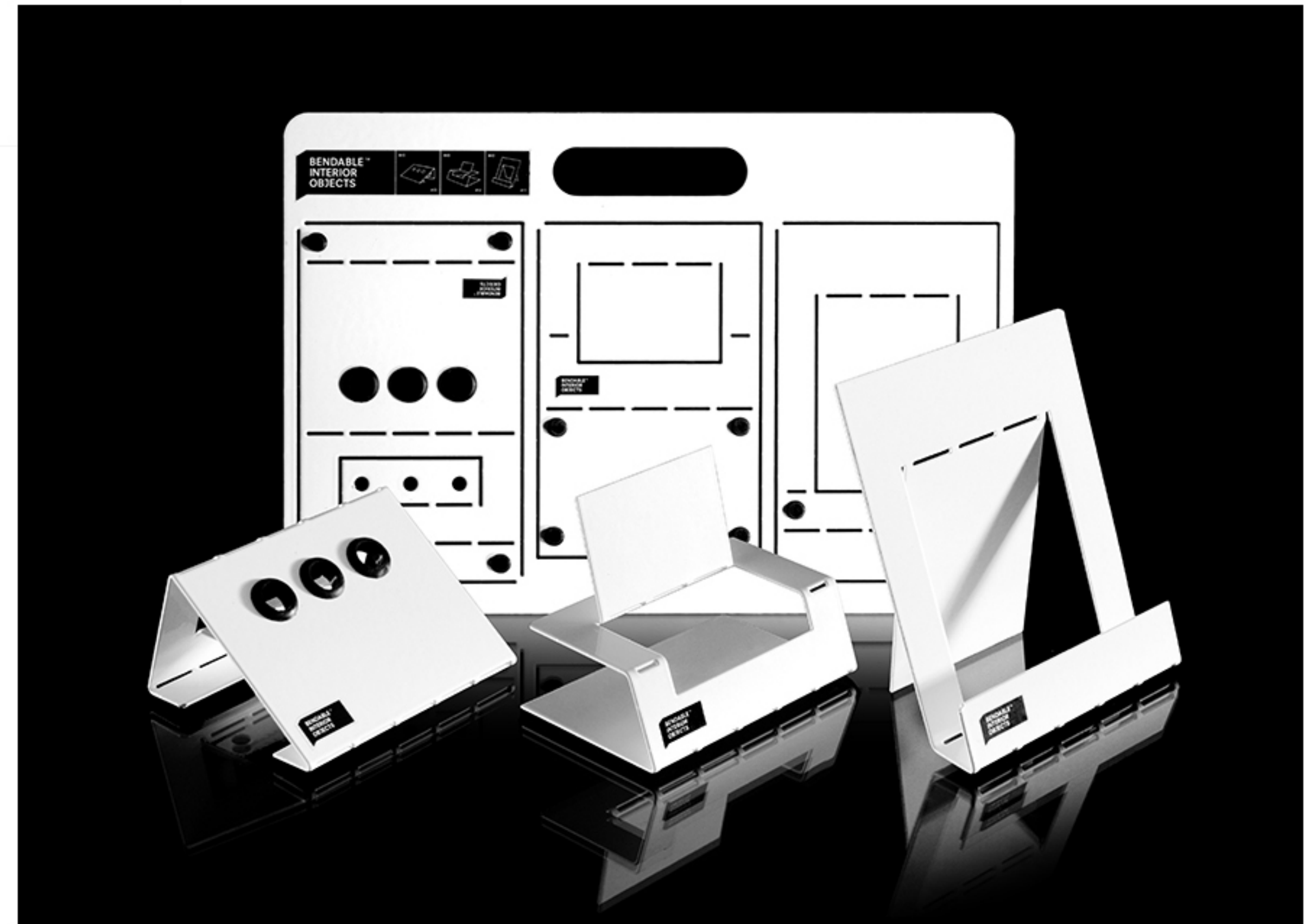
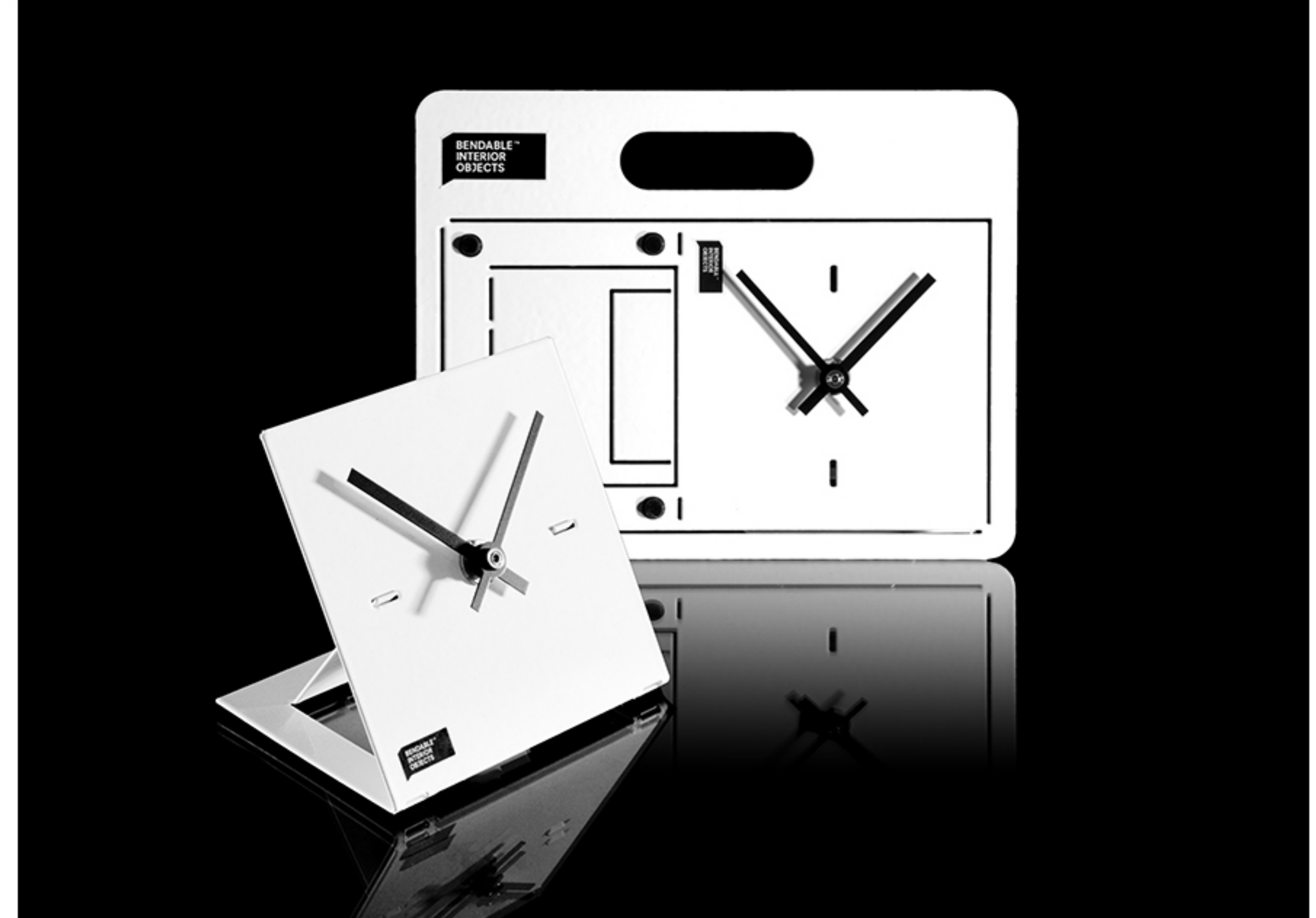
The chair's four segments come from a single wooden panel, leaving no waste and no "Where does this part go?" conundrums.



PAINT

The unfinished birch model is humbly charming, but nine shades of lacquer (including these) add a playful touch.





CUTTING CARDBOARD

*Do I need a special tool to cut the cardboard?
Will scissors work?*



GRADING

How important are aesthetics to the grading?

What is more important — aesthetics or practicality?

Will there be a "drop test"?

ASSEMBLY/DISASSEMBLY

&

How easily should it be to assemble/disassemble the package (completely, or some parts only)?

Will we be required to assemble and disassemble the package for critique?

CLIENT/AUDIENCE

Is there a specific audience/group of people you'd like us to design our package for?

(For example, older users, etc.)

STRUCTURE:

Is it better to make a package from a single piece rather than three pieces?

Is using less cardboard better than using more?

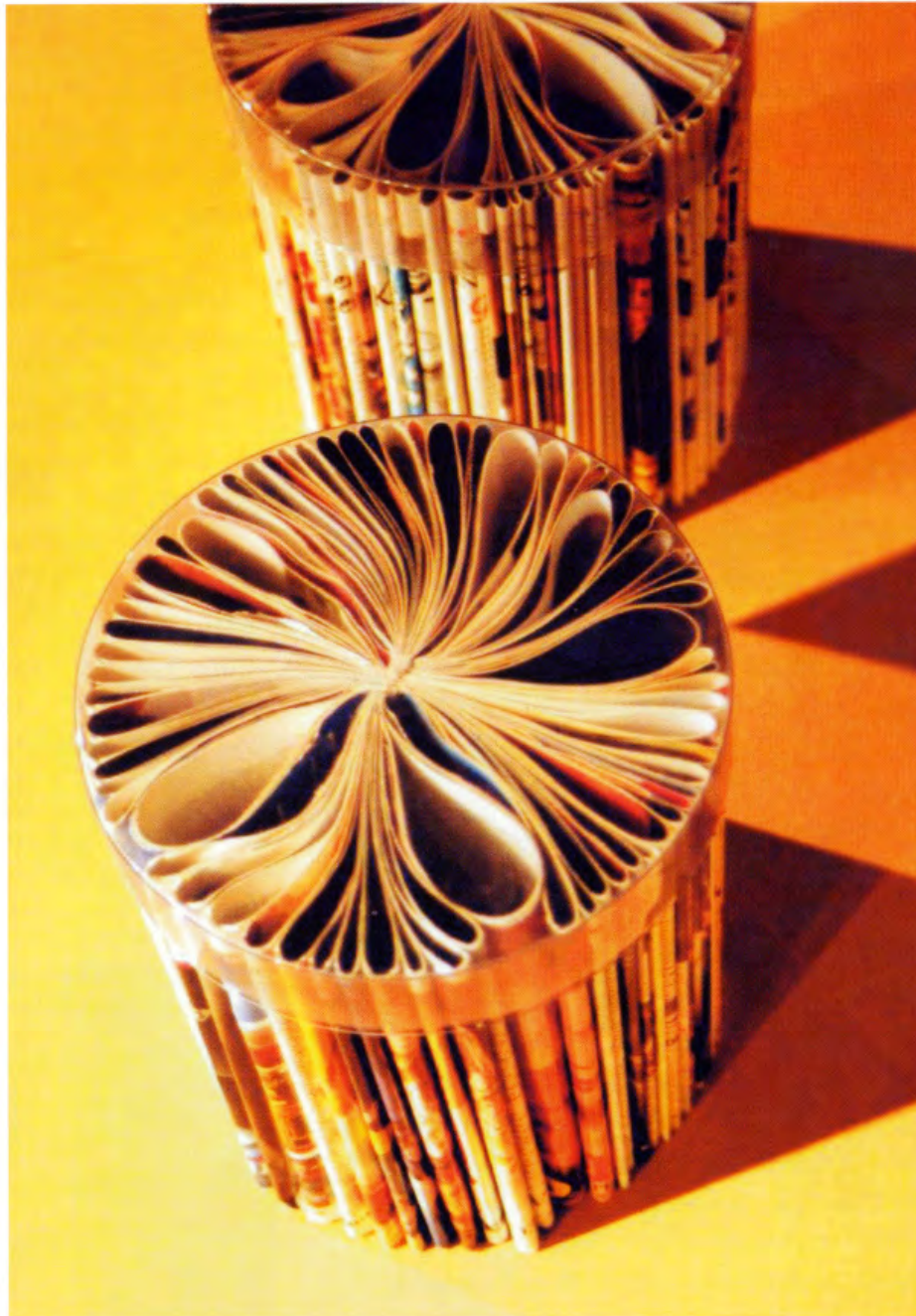
STRUCTURE:

The corrugated edge is stronger than the smooth sides.



Right: Magaseat

Designed by Jeremiah Tesolin. Magazines are folded and combined to create this stool. Do all things need to be altered in drastic ways for reuse? Here the magazines are not far from their original life, and yet offer support through their hidden strength and beauty.



STRUCTURE:

Exploit the natural tension in folds.



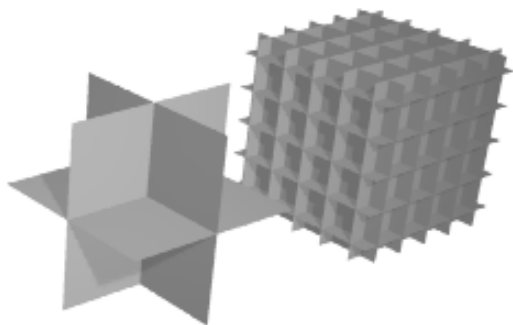


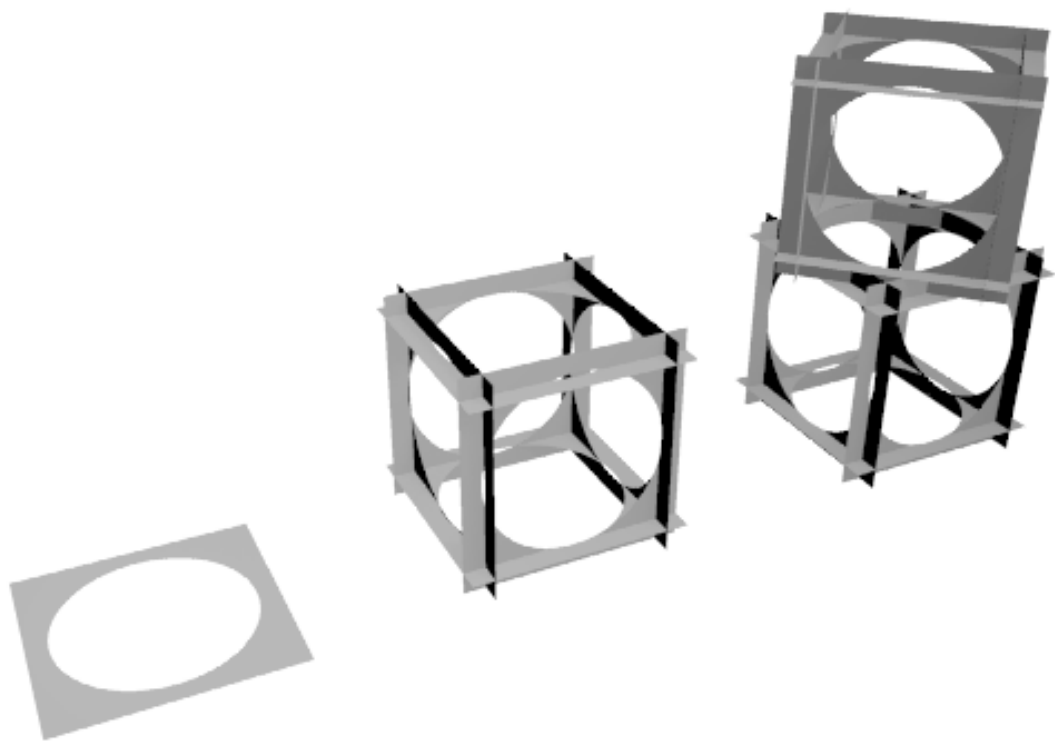
*shorter lengths
(facets) help to evenly
distribute force/load.*

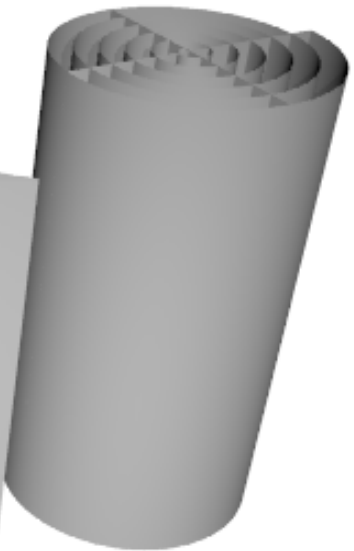
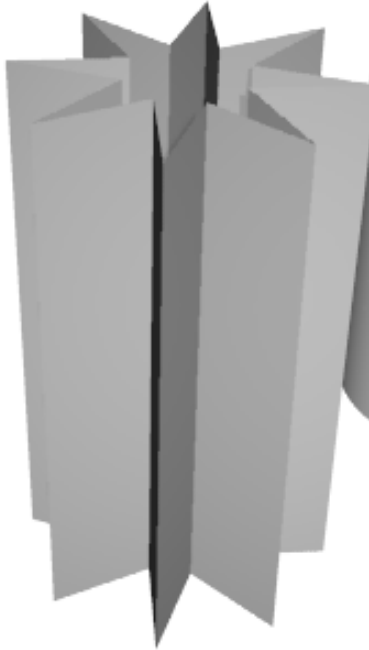
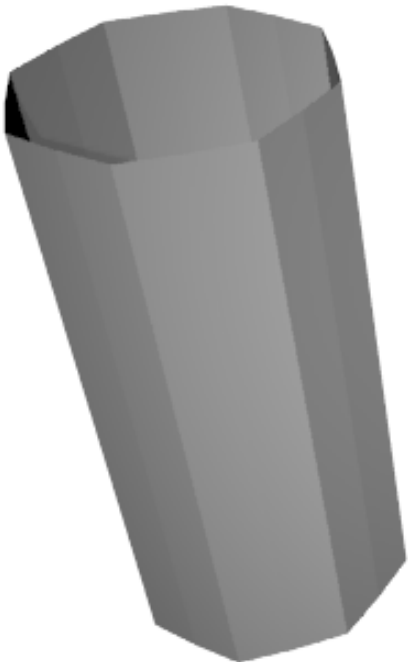


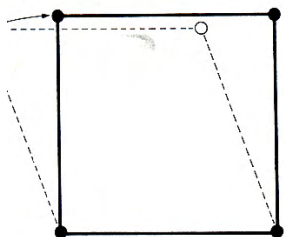
STRUCTURE: *Folding/doubling material increases strength.*



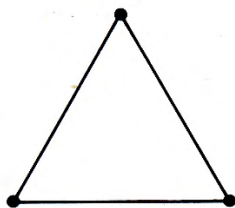




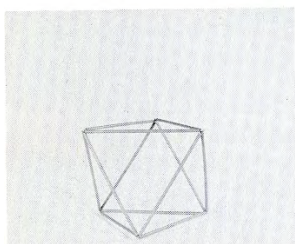




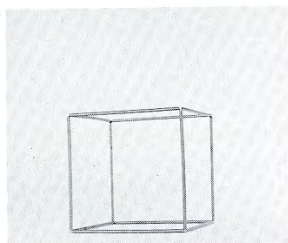
4.4a Unstable



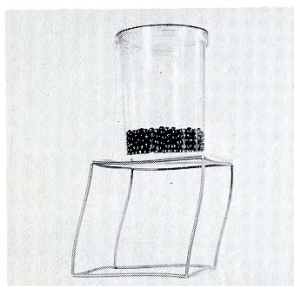
4.4b Stable



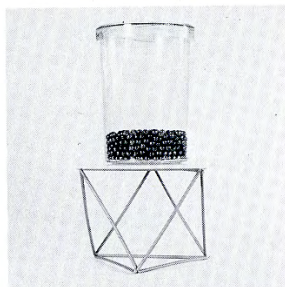
4.5a



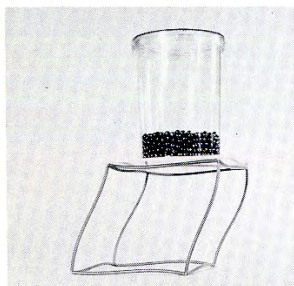
4.5b



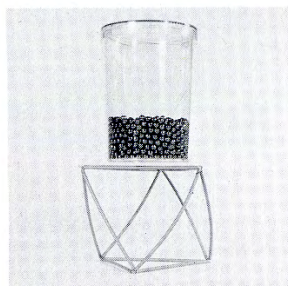
4.5c



4.5d

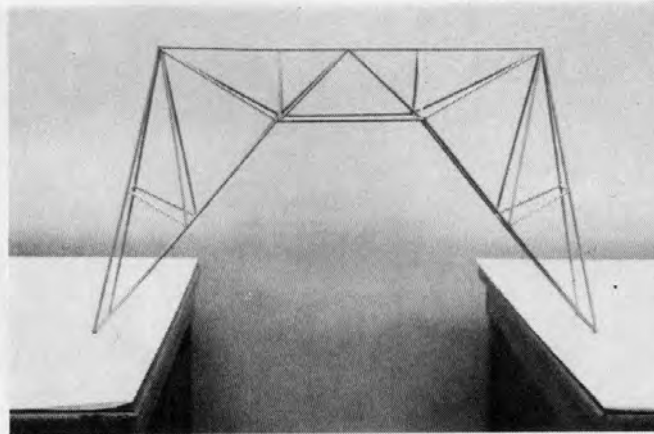


4.5e

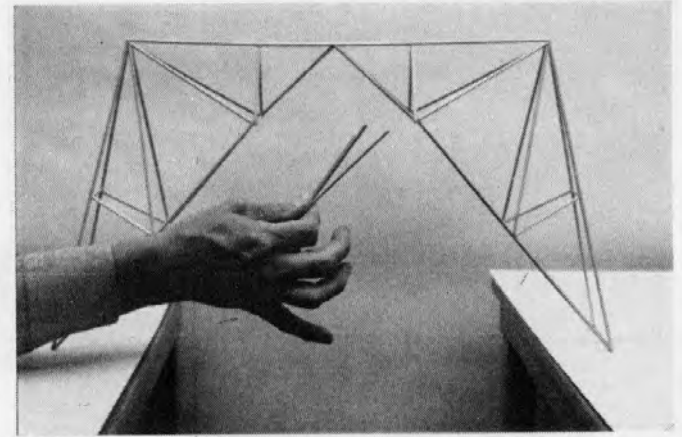


4.5f

Figure 6.34 (a) Linear bridge structure (student work); (b) linear bridge structure being tested.

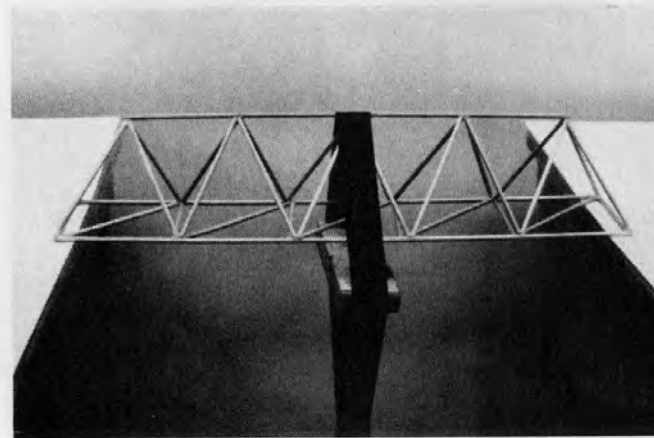


6.34a

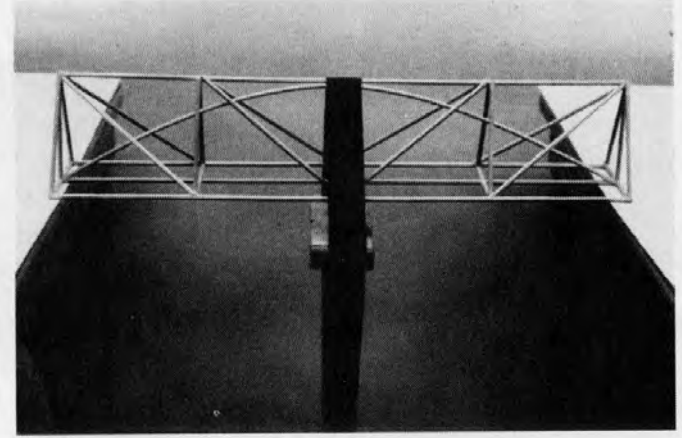


6.34b

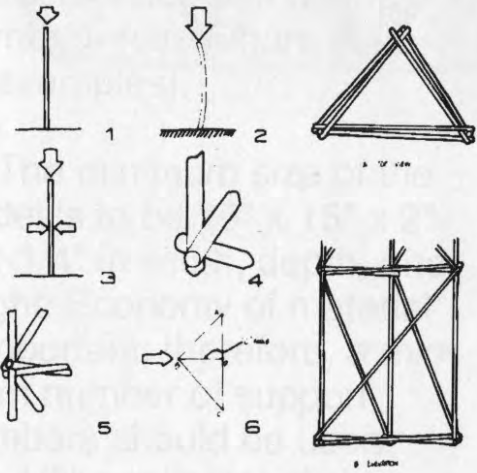
Figure 6.35 (a-b) Linear beam structures being tested by hanging a 15-pound weight at the midpoint (student work).



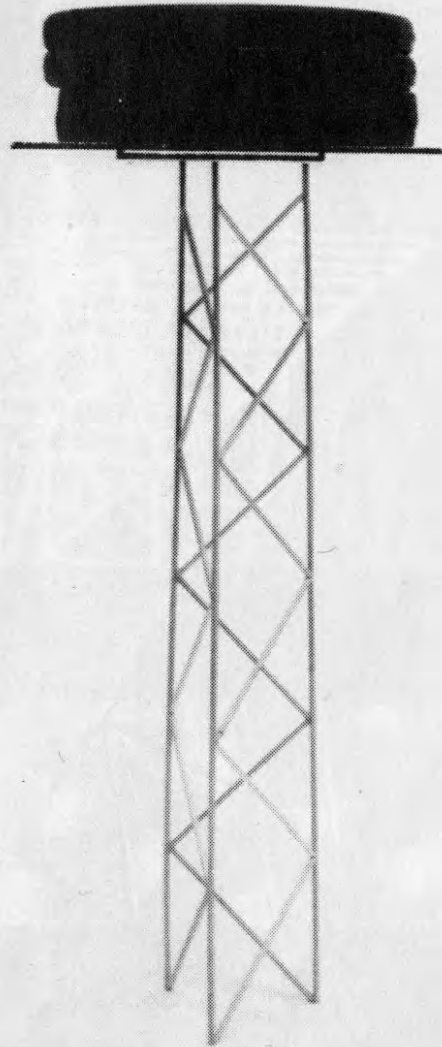
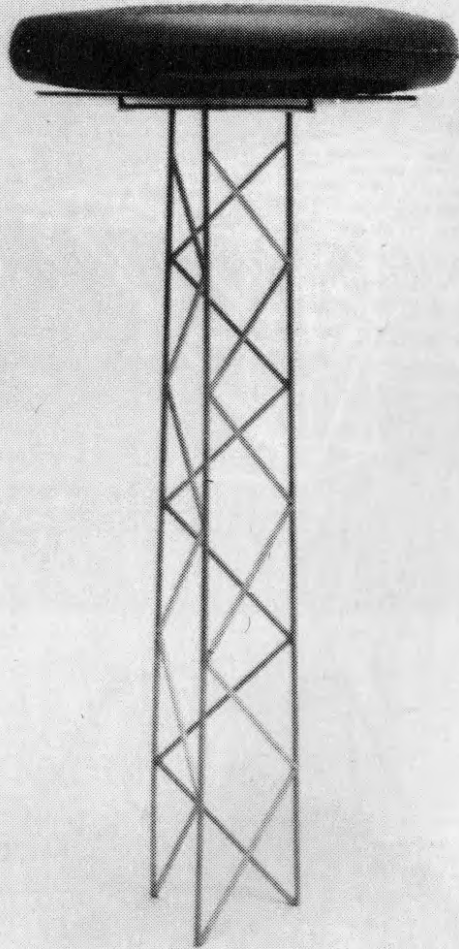
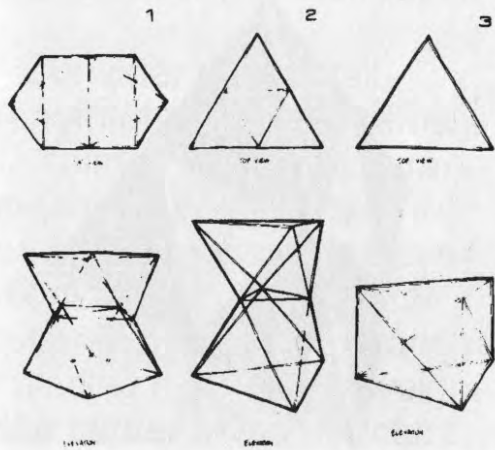
6.35a



6.35b



6.36a



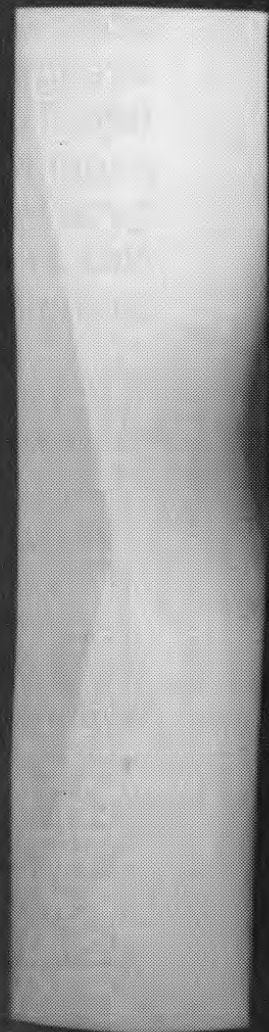
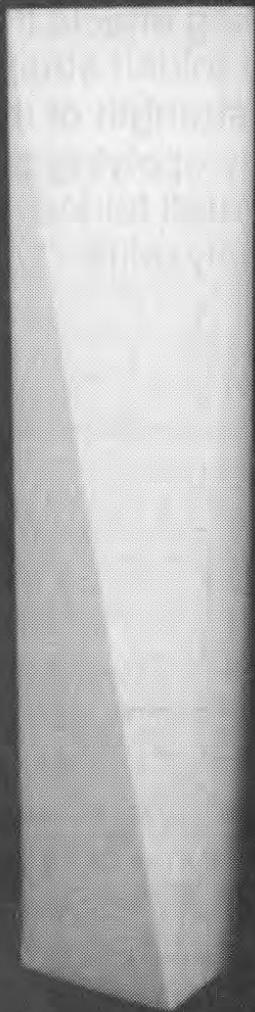


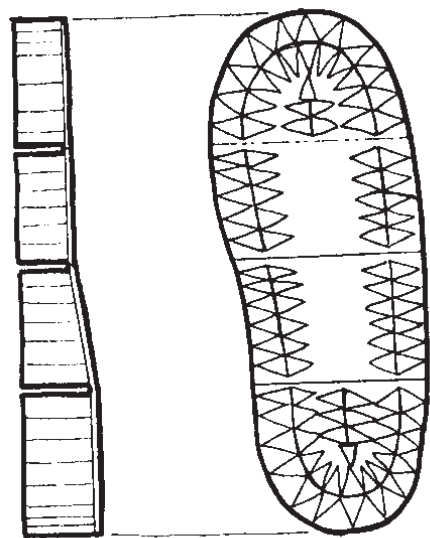
6.45a



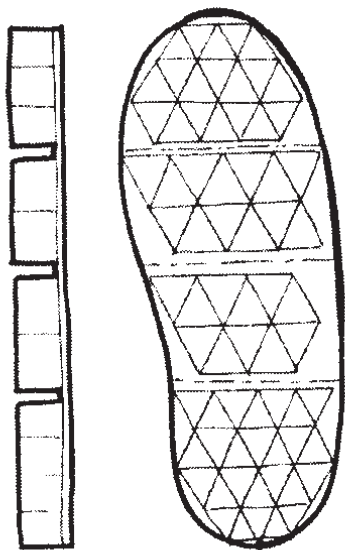
6.45b





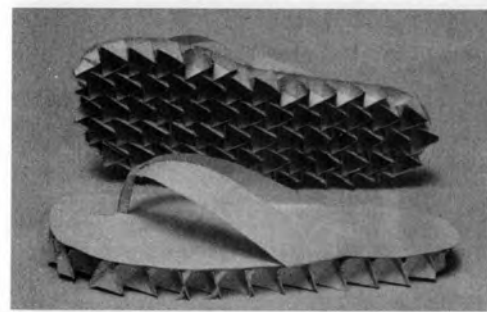


6.26b

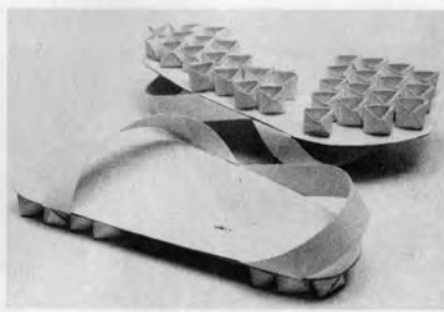


6.26c

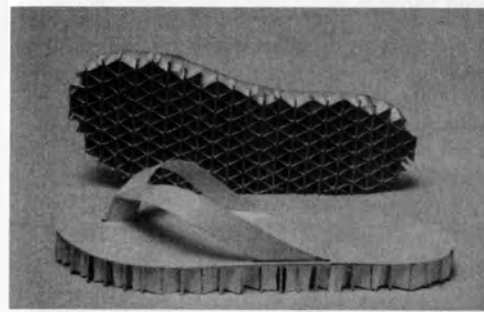




6.28c



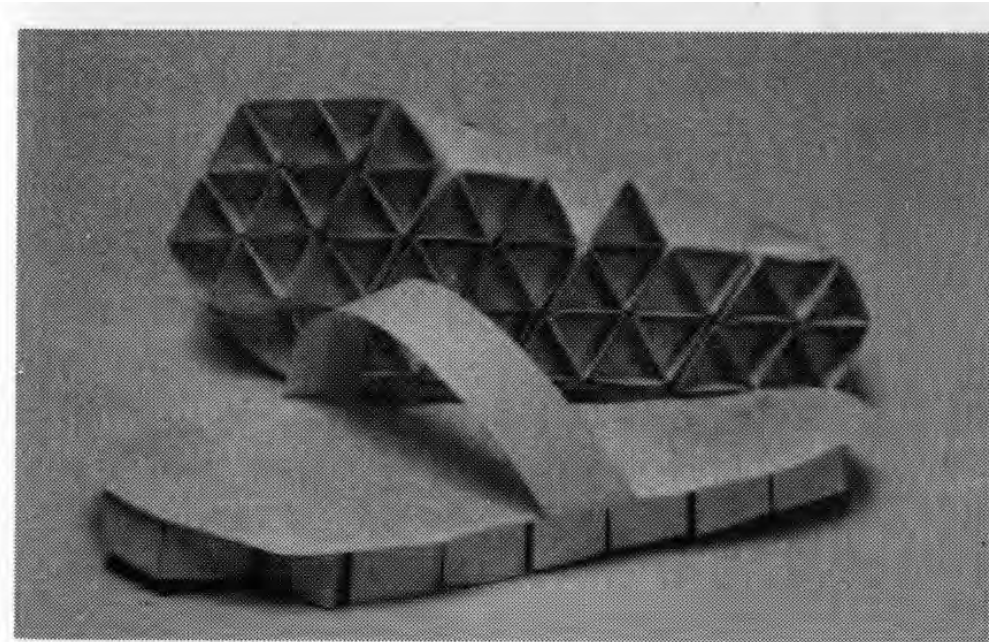
6.28d



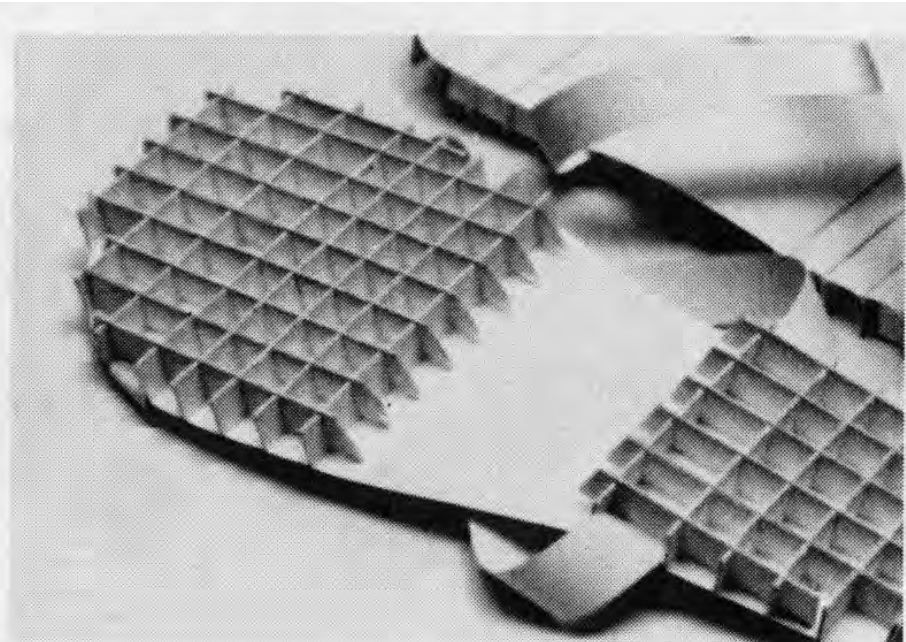
6.28a



6.28b



6.28e



6.28f

TABS + SLOTS

What type of tabs/slots are strongest?

Are tabs better than slots?

Please elaborate on different fastening and/or connecting techniques.



creating curved shapes



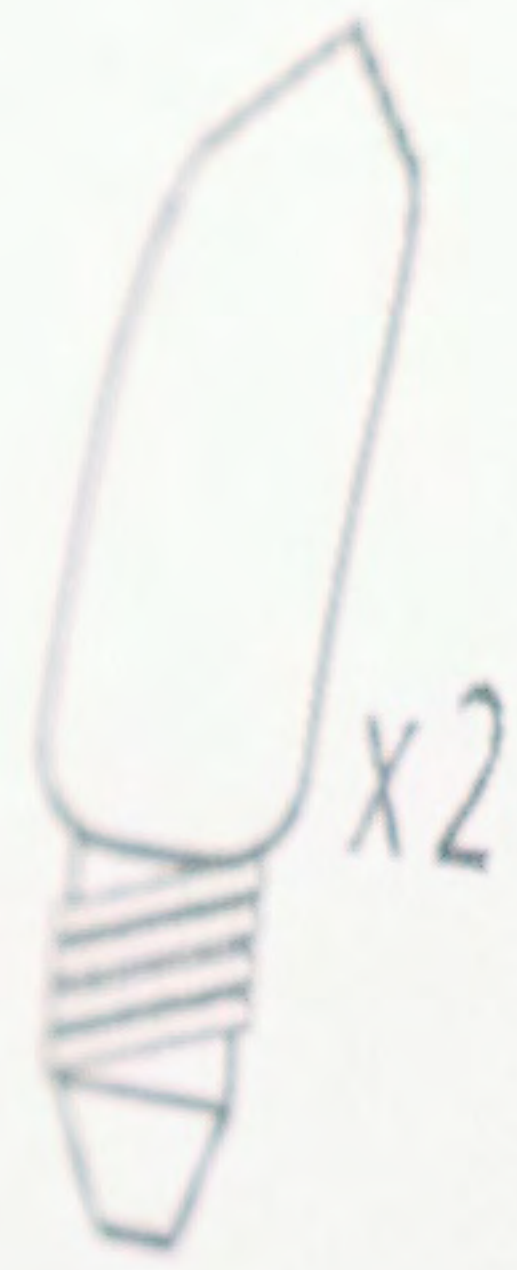
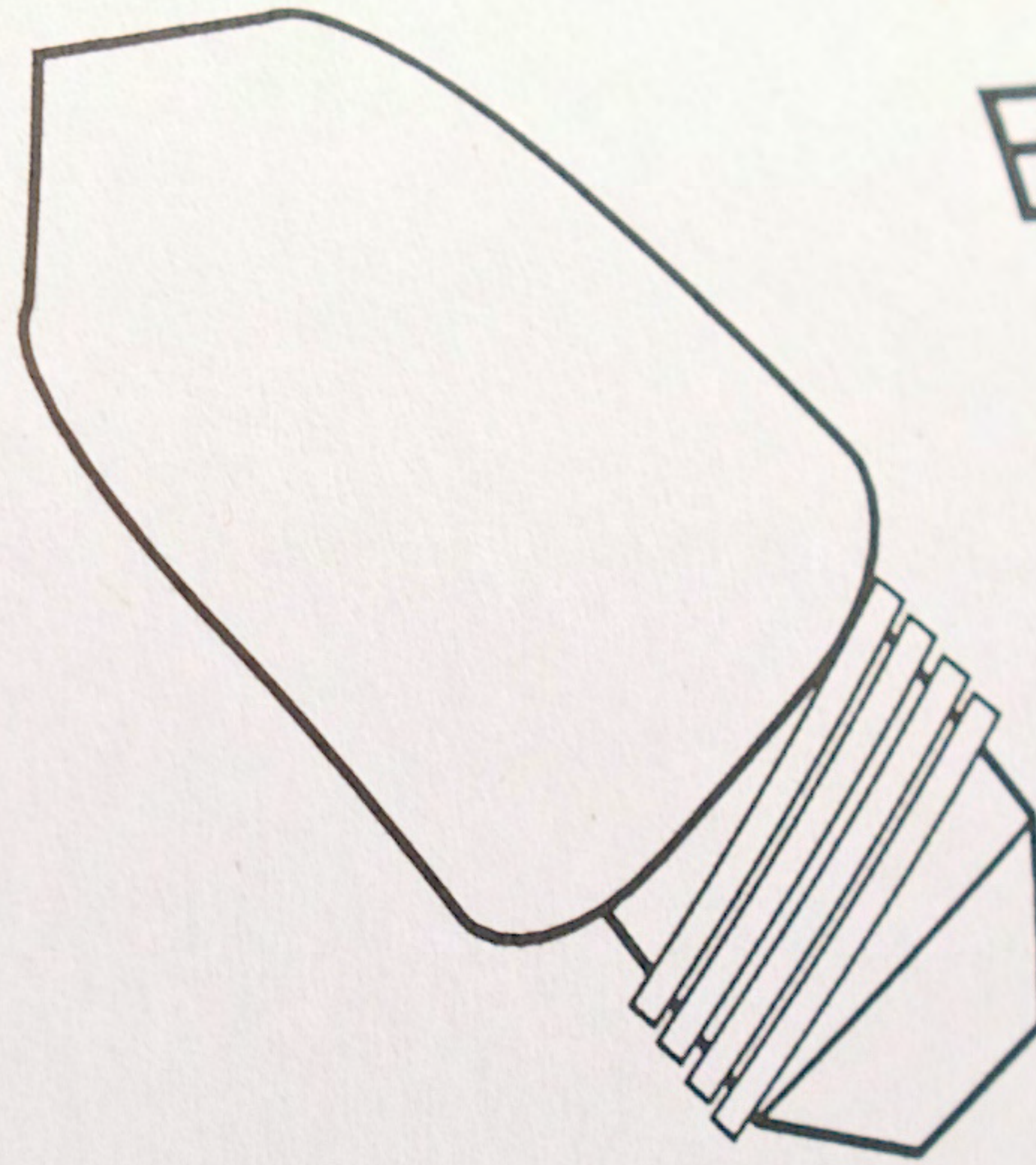
15W

IKEA
Design and Quality
IKEA of Sweden

120V

15W

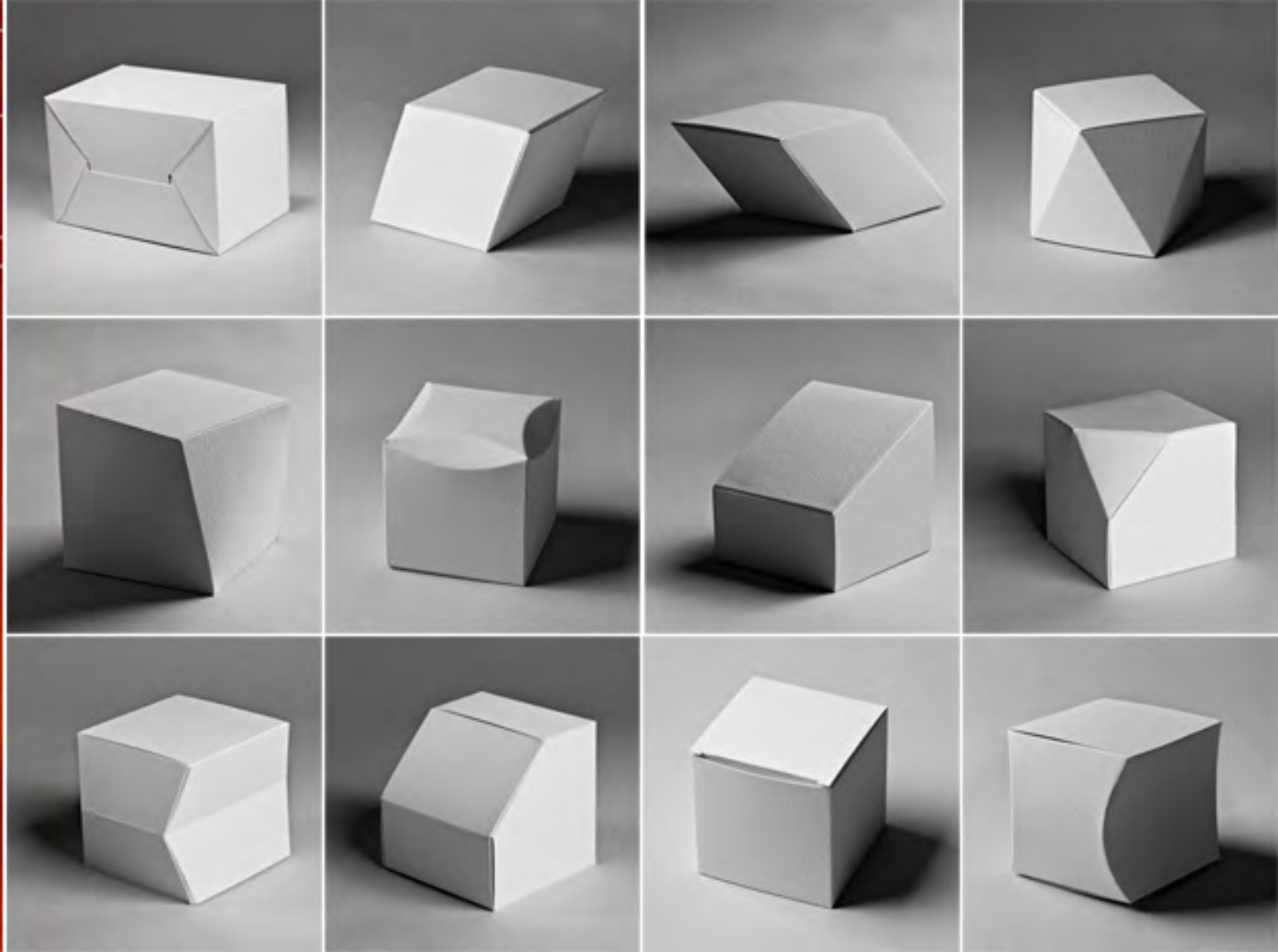
E12



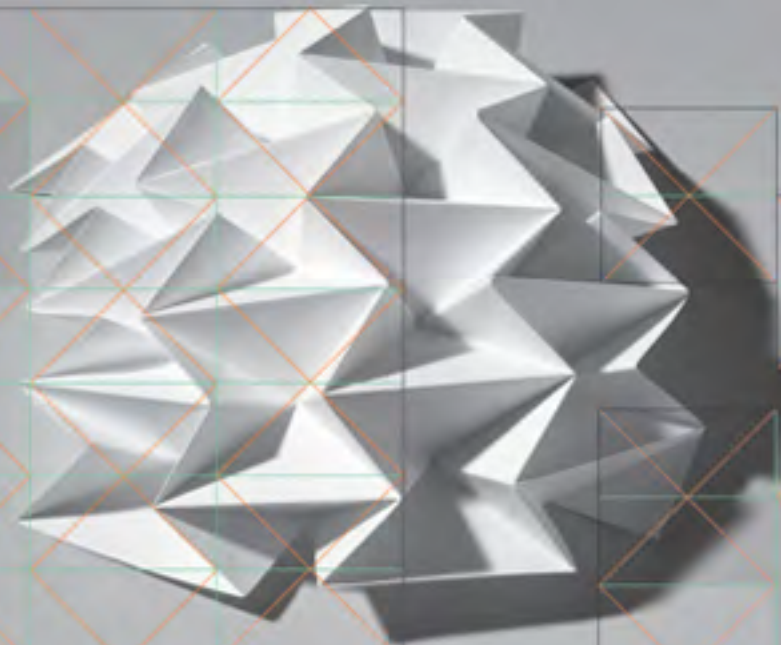
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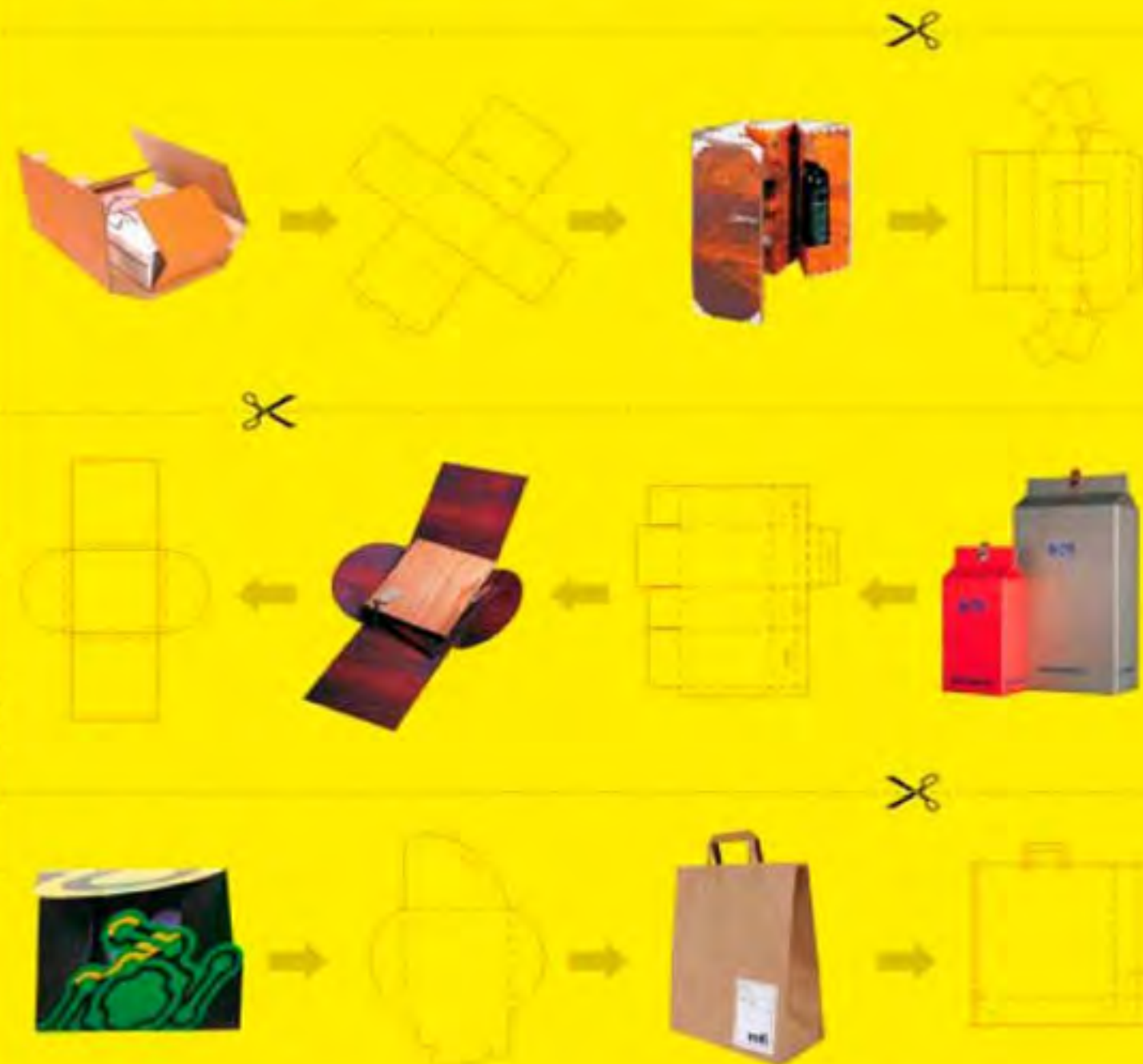
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 DESENHOS BÁSICOS
 STANDARD-VERPACKUNGSDESIGNS

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 DISEÑOS BÁSICOS
 基本包装
 基本パッケージング



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STRUCTURAL PACKAGE DESIGN

MODÈLES FANTASME
 DESENHOS CRIATIVOS
 KREATIVE VERPACKUNGSDESIGNS

Fancy Packaging

IMBALLAGGI CREATIVI
 DISEÑOS CREATIVOS
 創意包裝
 創意パッケージング



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STRUCTURAL PACKAGE DESIGN

MODÈLES COMPLEXES
 DESENHOS COMPLEXOS
 KOMPLEXE VERPACKUNGSDESIGNS

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IMBALLAGGI COMPLESSI
 DISEÑOS COMPLEJOS
 复杂包装
 複雑なパッケージング



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 TEMPLATES AND SOFTWARE
STRUCTURAL PACKAGE DESIGN

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 DESENHOS AVANÇADOS
 SPEZIELLE VERPACKUNGSDESIGNS

Advanced Packaging

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 DISEÑOS AVANZADOS
 高級包装
 高度なパッケージング

