



## Packaging course outline





Duration: 3 Days

#### Related Courses:

Design Principles, Drawing for Designers, Typography, Colour Theory, Photoshop, Illustrator, CorelDRAW!, Painter, Photoshop with Wacom Drawing Tablets

#### Course Overview and Objectives

Our Packaging Design course is crafted with the unique processes of the discipline in mind. You will learn everything there is to know about how to take great designs and make them meet strict press and packaging requirements. Lessons cover a broad range of topics from incorporating illustrations into your workflow through to working with graphic software and fixing problem designs.

This course is aimed at making packaging design workflows simpler and faster. Designers who are working with large amounts of artwork will benefit from our high-level workflow guidelines. Content is aimed at intermediate level of proficiency.

#### Pre-requisites:

A basic understanding of textile design and computer operating systems is helpful.

## Packaging design course outline

### Packaging design workflows

- Important considerations before you begin
- Packaging types
- Sizes and form factors
- Weight, size and fragility

### Design considerations

- Colour and printing requirements
- Considering type
- Multilingual requirements
- Working with converters
- Image requirements
- Legal parameters

### Analysing the packaging structure

- Key product measurements
- Preparing your documents
- Working with box panels
- Mockup testing
- Creating workable dielines
- Meeting dieline technical requirements

### Prepress considerations

- Bleed area
- Unique colour considerations
- Working with colour chips
- Designing for flexibility
- Raster effects
- Fitting art to panels
- Special requirements

### Barcodes

- Barcode creation options
- FPO barcodes
- QR codes

### Print Production Guidelines

- Trapping
- Spot Colour Channels
- Colour Separations
- Preparing content for Pre-press
- PDF/X and standards based printing
- Output considerations and Ripping
- Overprint
- Knockout
- Monotones, Duotones, Tritones and Quadtones



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### Professional prepress

Acquire the skills needed to create accurate files for printing using a variety of processes and communicate with prepress vendors and printing firms



### Flexo or litho?

Create professionally formatted files on the computer appropriate for printing production and prepress employing the newest ISO standards in printing packaging globally.

### Typographic controls

- Adding Type
- Character & Paragraph Settings
- Create Clipping Masks from Type
- Warping Type
- Type on Path

### Proofing designs

- 3D structures
- Adding artwork to 3D matrix
- Presentation to clients
- Printed artboards and PDF presentations

### Plugins and 3D software

- Plugins for packaging design
- Incorporating CAD in your workflow
- Substrate considerations
- Packaging design tools on the market

### Model design

- Importing models
- Model libraries
- Templates
- Object editor

### Working with materials

- Material imports
- Material creation
- 3D environments
- Lighting

### Packaging types and considerations

- Bottles
- Flexibles
- Magazines
- DVD Cases
- Packets/Bags
- Cartons
- Plastic Containers
- Tins

### Print effects

- Hot and Cold Foils
- Emboss and Deboss
- Holographic
- Lenticular
- Opaque White
- Metallic Inks

\* Please note that we offer support and SLAs to clients on content covered