

## Introduction to Packaging: DAY 1 notes

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HANDOUTS: Syllabus, DAY 1 notes, *Packaging Design Brief*,

**Assignment #1:** *Packaging System for a Beverage Company*

SUPPLIES needed for this course:

Card stock	Spray mount	Printer (inkjet or laser)
X-acto knife	Cutting mat	Double-sided tape
Metal ruler	Masking tape	Bone folder (optional)
White glue	Scissors	photo paper (matte)

- Packaging design and cultural development:  
Water, honey, seeds, salt, and medicines.  
Historical containers: Roman boxwood baskets, woven palm baskets, glass bottles & vials, clay pots & jars, gourds, animal skins, paper.
- Packaging is at the intersection of **Graphic Design, Advertising, and Industrial Design.**
- *What is a package?*  
Small groups (3-4 people each); collect answers to the following three questions, and write your responses on big paper to display in class.
  1. What is packaging, and what are some of its main purposes?
  2. How many ways can you think of that things are packaged?  
List various containers, shapes, and packaging materials:
  3. Which is more *upmarket*: a metal can, a cellophane bag, or a glass jar? —Why?

### Packaging resources & local stores:

**The Container Store** –

**ADDRESS:** 26 4<sup>th</sup> St. (just south of Market), San Francisco

**The Packaging Store** –

**ADDRESS:** 1255 Howard St. (between 8<sup>th</sup> & 9<sup>th</sup> Sts.) San Francisco

**Kelly Paper** –

**ADDRESS:** 1375 Howard St. (between 10<sup>th</sup> & Grace), San Francisco

**Harvest Urban Market** –

**ADDRESS:** 191 8<sup>th</sup> St. (at Howard), San Francisco

**TAP Plastics** –

**ADDRESS:** 154 S. Van Ness Ave. (between Mission & Howard), San Francisco

**Blick Art Materials** –

**ADDRESS:** 1414 Van Ness Ave. (between Bush & Pine), San Francisco

**Flax Art & Design** –

**ADDRESS:** 1699 Market St. (at Valencia St.), San Francisco