Design and Technology: Packaging

Knowledge Organiser

Key Vocabulary
Product
Net
3 dimensional
Bio-degradable
Sustainable
Perishable
Tabs
Cube
Cuboid
Square based Pyramid
Cone
Cylinder
Triangular Prism
Hexagonal Prism
Graphic Design
Advertising
Fit for Purpose
Structure
Font
Logo
Brand

As consumers, we depend on packaging when buying goods. This packaging needs to help prevent fragile goods from being broken. It can be designed to keep perishable goods fresh. For liquids, it can be designed to minimise the risk of spillages. The design and structure of the packaging also needs to enable a product to be stacked, stored or transported safely and economically.

Packaging is much more than a practical solution to protect products. It is what attracts us to a product or helps us to recognise and identify with a particular brand name. It will be designed to appeal to a particular group of consumers. The design can reflect an ethos or an aspiration. The brand logo can become instantly recognisable. Packaging is essential to advertise a product and help make it a success.

The materials we have used for packaging over recent years now pose a serious problem for our planet. Our sea and river habitats are now becoming overwhelmed with plastic pollution. In land fill sites, plastic products will take decades to degrade. We are now faced with the challenge of designing and creating more sustainable and environmentally friendly packaging.

Rubbish Christmas Facts!
In the UK each year, packaging from toys and gifts fills over 100 million black bags.

Also, 125,000 tonnes of plastic food wrapping is discarded each year.

Nets
All cardboard packaging starts out as a 2D net. Different nets fold together to create different 3D shaped boxes. Different types of cardboard and differently designed nets can create stronger or more attractive packaging, depending on their purpose.

Graphic Design
The design of packaging is crucial to that product's success. It has to appeal to the target market. It has to make the product attractive to buy. The choice of lettering (font) and the design of a brand logo is also very important. Customers can become loyal to a brand identity.

Greener Solutions
In place of polystyrene packaging chips, many companies now use packaging made by using potato starch from food waste.
Sachet bags can now be made from seaweed with no chemical processing. Both are 100% biodegradable.