HUSSON UNIVERSITY

GRAPHIC & VISUAL DESIGN

PRODUCT PACKAGE DESIGN & THE CREATIVE PROCESS

From Research to Final Solution

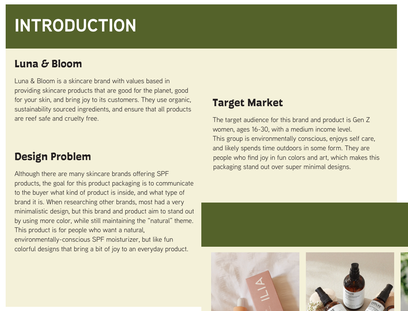
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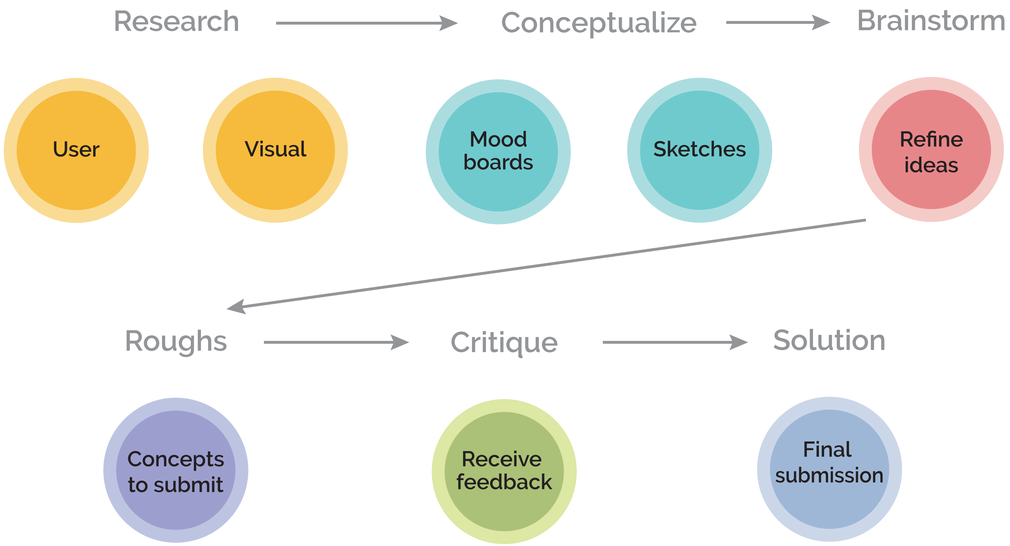
Introduction of the Design Problem

In Graphic Design II, one of the assignments is to design a product package. Before beginning the design work, students create a process book that documents the development of their packaging solution. This project addresses a specific design problem and target audience while focusing on introducing a new product and developing a cohesive packaging system that clearly communicates its purpose, appeals to intended users, and stands out in a competitive market.

Research and Analysis



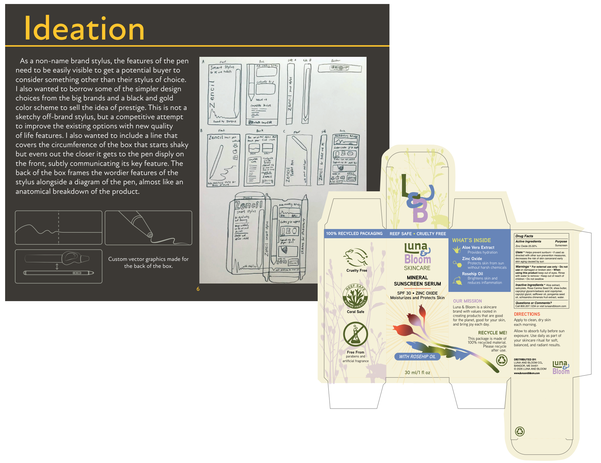
Research is a key component of this process. Students analyze competitors, industry trends, and target demographics to inform their design decisions. This research supports both functional requirements and branding goals, while visual and competitor analysis helps identify opportunities for differentiation.



Mood boards, Sketches, & Ideation



The creative process involves brainstorming and developing ideas through sketches, mood boards, and explorations of typography and color, leading to a refined visual direction.



Feedback and Critique

Feedback from peers and the instructor further supports the evolution of the concept, improving clarity, hierarchy, and overall design effectiveness.

Final Design Solution



The final deliverables include both a completed process book and the assembled product packaging. Together, these components demonstrate the full design process, from initial research and concept development to a finished solution that responds to both industry standards and consumer needs.



Why Research Matters in Package Design

28–34%
of the global packaging design market comes from the United States

72%
of consumers say packaging design influences their purchasing decisions

5–6%
is the growth rate for packaging designers, one of the fastest-growing areas in design