Activity 4.3 – Puzzle Cube Package

Purpose

Have you ever been tempted to buy a product just because the package and its advertising appealed to your sense of need or want? Have you ever thought that one product brand must be better than another because the package that the product comes in looks better than its competitor? If this is the case, do you think it was by accident that you had these thoughts? In many cases, packaging sells the product.

Think of all of the different types of packaging you come in contact with in your everyday lives; it's mind-boggling! Examples of different types of packaging include packaging peanuts, Styrofoam inserts, cardboard boxes, wood pallets, blister packs, bubble wrap, tubes, glass and plastic bottles, shrink-wrap, DVD boxes, and aluminum cans. The list could go on for pages. The protection of your purchases, the freshness of your foods, the safety of your products, the instructional information you need, the visual attractiveness of a product, and many other considerations go into the design of a package.

Equipment

- Computer Paper
- Straight edge
- Colored pencils
- Colored markers
- Glue stick
- Transparent tape
- Scissors
- Paper clips
- Cardboard
- Plastic wrap
- Stapler

Procedure

In this activity, you will design a package to house your puzzle cube design. A pattern layout or development will be created on computer paper. Graphics and text will then be applied to paper.

Determine the design of your package and then create the design using computer paper.
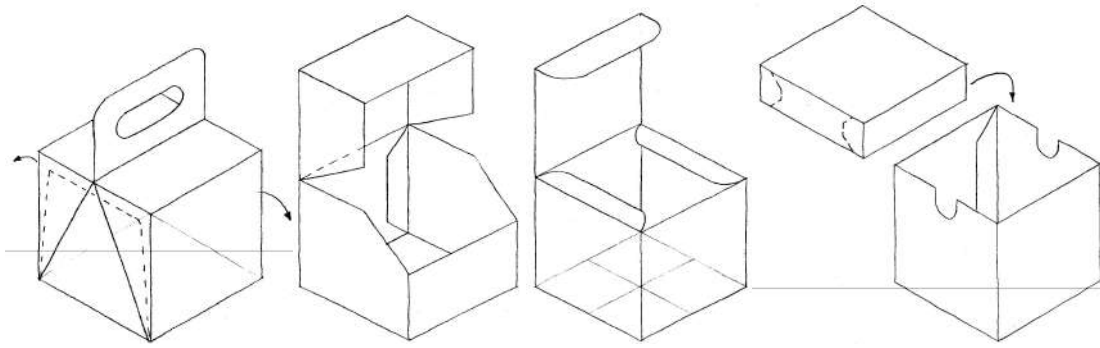
Text and graphics should be included on your package. You should include your name, appropriate warning labels, cost, country of manufacture, the company name, and a slogan. Graphics should include an isometric sketch of the assembled cube and a bar code. Add anything else you feel the package needs. Hand in your completed package to your instructor for evaluation.
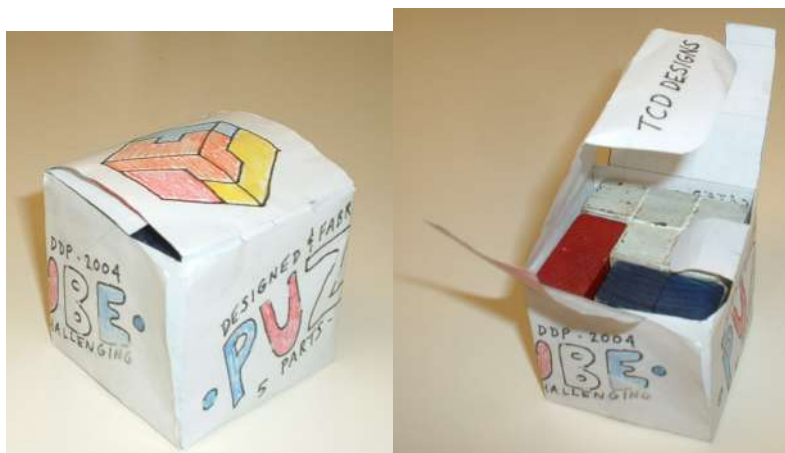
Conclusion Questions

1. What purposes does the packaging of products serve? (there is more than one answer)
2. What are some factors engineer's should consider when designing packaging?