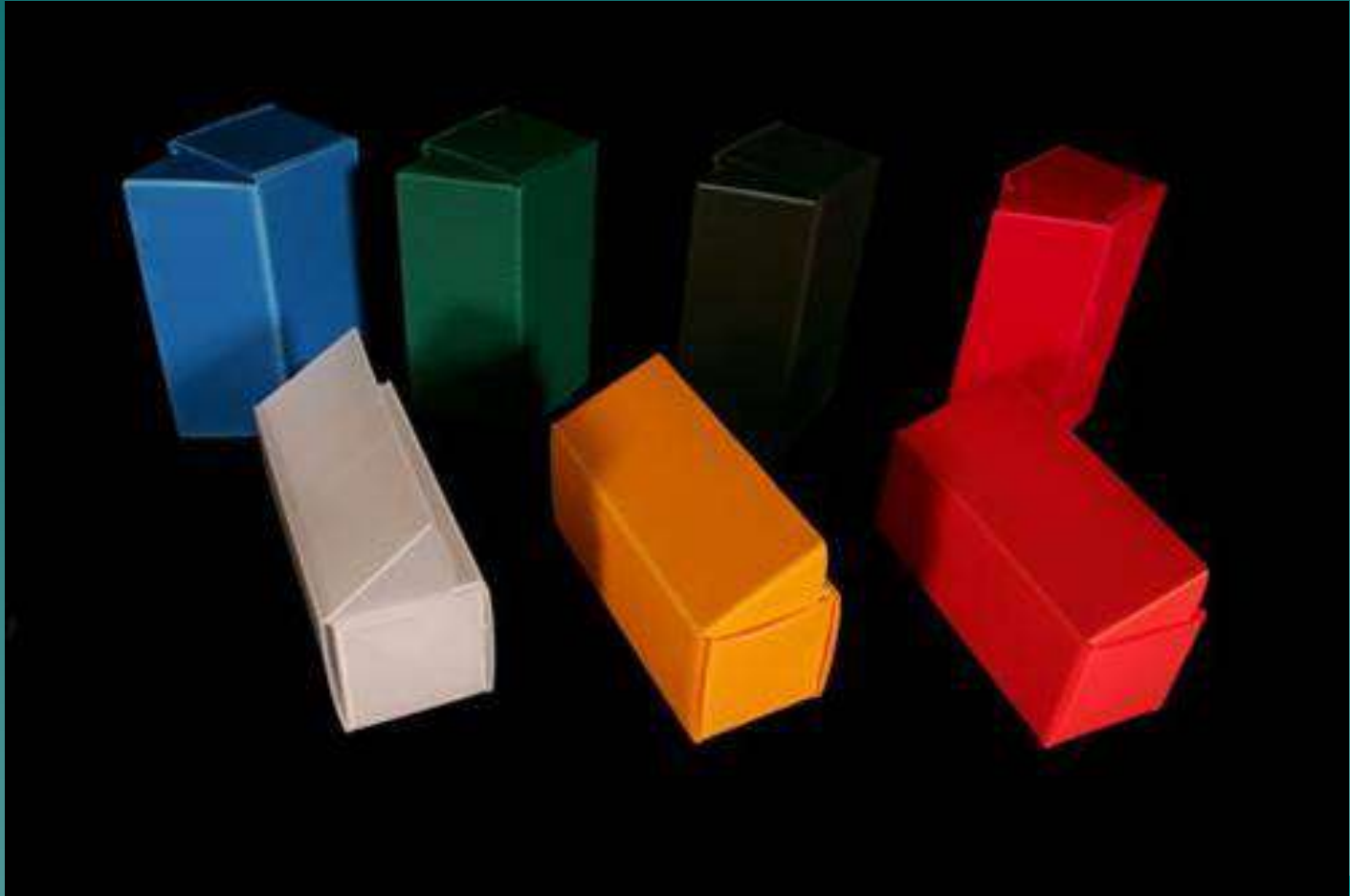


Die Cut Patterns



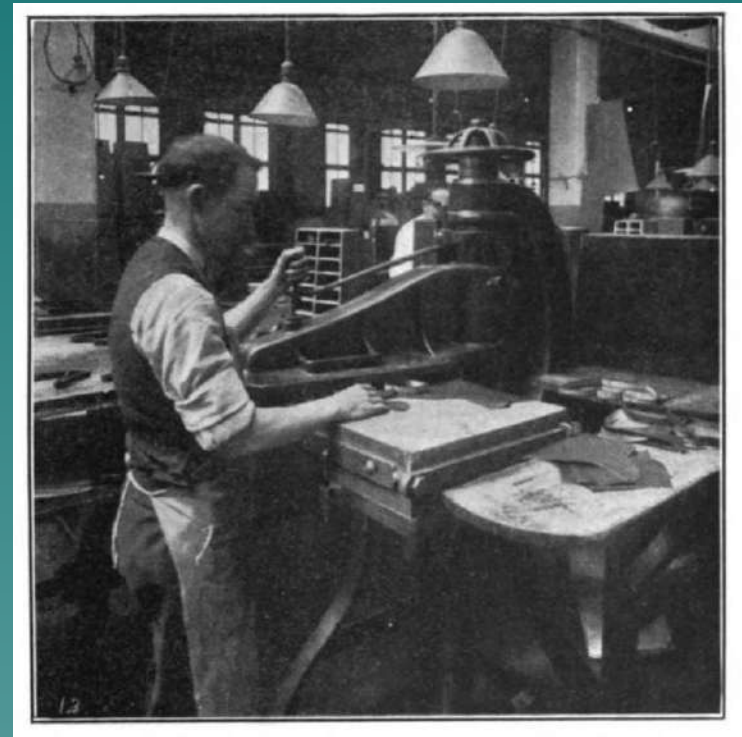
DDP/IED

What is a Die Cut ?

- ◆ a process used in manufacturing where material is cut or punched out with a die, (or a shape). This piece of material can be a developable surface (like a folding box)

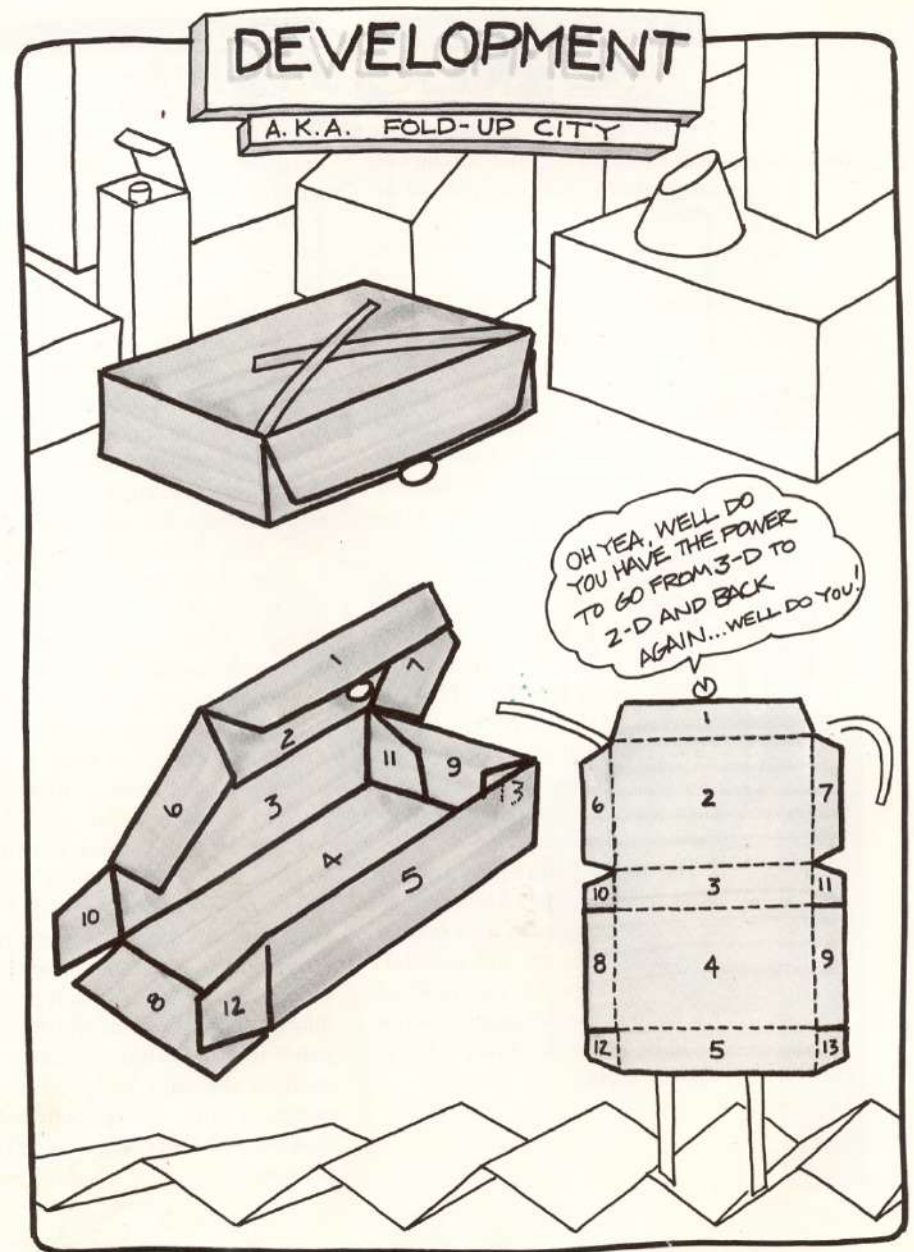
Die Cut Box History

- ◆ Die cutting started as a process of cutting leather for the shoe industry in the mid-19th century. It is now sophisticated enough to cut through just one layer of a laminate, so it is now used on labels, stamps, and other stickers; this type of die cutting is known as *kiss cutting*.




Die Cut Boxes

- ◆ Die- cutting technique in the world of cardboard packaging is rather a recent process that has begun in the late twentieth century. Through the use of this process, the cutting dies are employed to make file boxes, to punch or cut the cardboard in the desired shape.

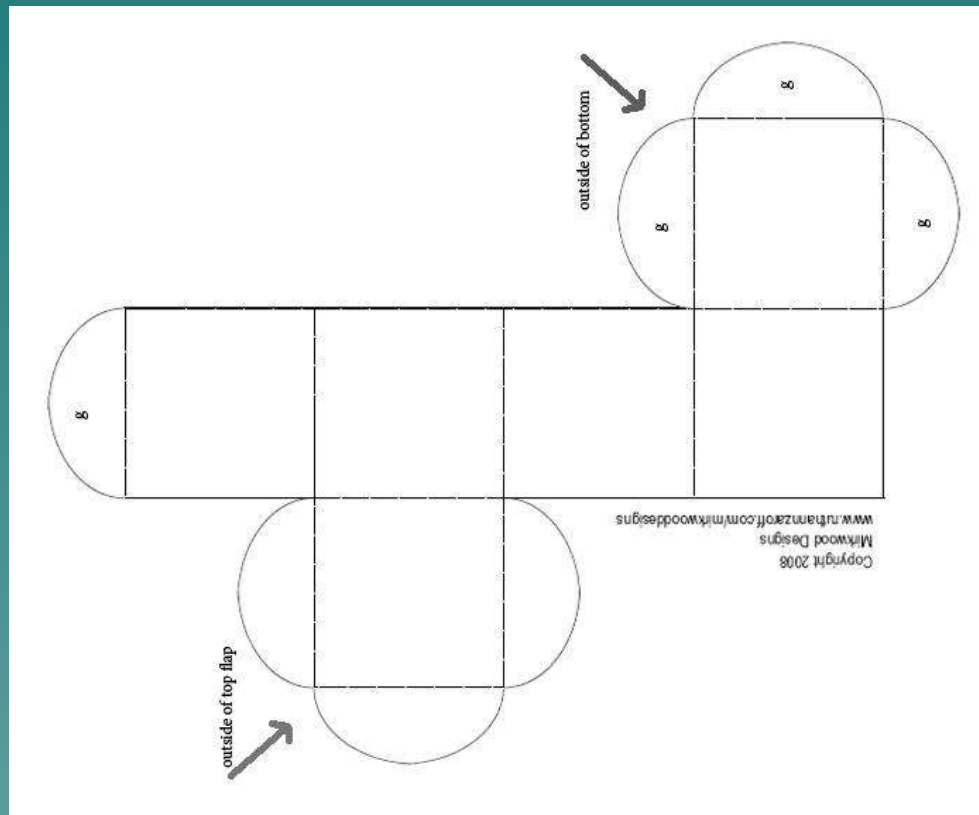


Die Cut Patterns

- ◆ Ballot Boxes
 - ◆ Bin Boxes
 - ◆ Display Boxes
 - ◆ Gift Boxes Mailers
 - ◆ Folding Cartons
 - ◆ Setup Boxes
 - ◆ Software Packaging
 - ◆ Suitcase Boxes Specialty Packaging
 - ◆ Food Boxes
- 
- A stylized, layered mountain range graphic in shades of teal and blue, located in the bottom right corner of the slide.

What is a die cut pattern?

- ◆ A 2-D drawing of the cut and fold lines of the die cut box.



How do you recognize a cut line?

- ◆ a solid line indicating a cut all the way through the material



How do you recognize a fold line?

- a dashed line that indicates a fold (sometimes requires scoring)



What is scoring?

- ◆ to cut halfway through a material in order to fold it along a fold/bend line

What is a perforation?

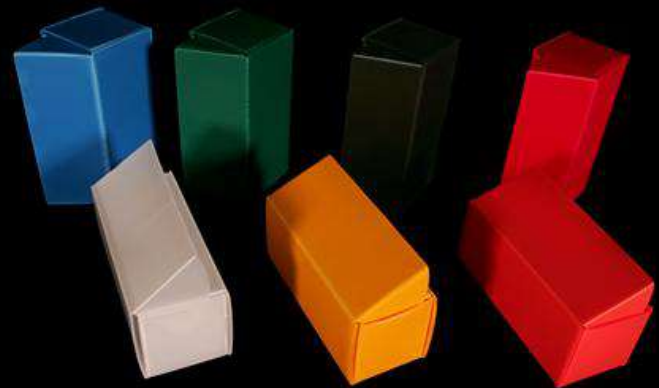
a manufacturing process where material is punctured for easy 'tearing off' of material.

What does it mean to have a developable surface?

- ◆ a 3-d surface that can be unrolled or unfolded into a flat sheet without distortion. (or a 2-d that can be rolled or folded into a 3-d)



Die Cut Boxes



Die Cut Box Styles



Tuck Top Mailer



**Tuck Top Mailer
with Flaps**



**Tuck Top Mailer
with Bottom Flaps**



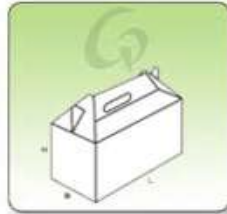
Straight Tuck



Reverse Tuck



Tuck Top w/ Snap Bottom



Gable Top



**Telescoping
Self-locking Trays**



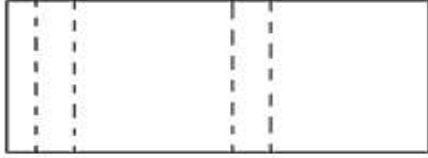
Self Locking Tray



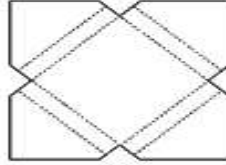
Bin Display

Box Templates

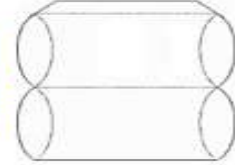
Matchbook Box



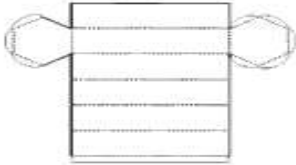
Flap Box



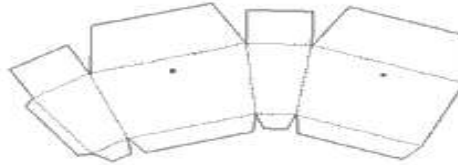
Puffy Box



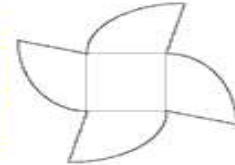
Hexagonal Box



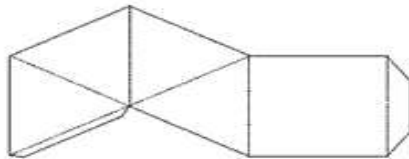
Trapezoid Box



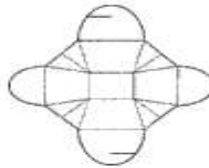
Bon Bon Box



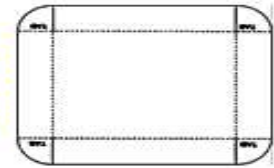
Pyramid Box




Takeout Box



Candy Box



- ◆ **Ergonomics**- is the aspect of design or engineering concerned with human needs and human form. The field is also called human engineering or human factor engineering.
 - ◆ **Aesthetics**-(or *esthetics*) the study of the mind and emotions in relation to the sense of beauty. The way someone perceives the world visually.
- 
- A stylized, dark teal silhouette of a mountain range is positioned in the bottom right corner of the slide, partially overlapping the text area.

What is a motif?

- ◆ A dominant theme or central idea. A repeated figure or design in design, architecture or decoration.

◆ **Design Product Line in Groups of Two**

- ◆ Working in groups of two, develop two different, but related die cut box designs for a product line.
- ◆ You must follow the steps in the Design Process as listed below.
- ◆ The die cut box can be any size as long as it fits on an 8.5"x11" sheet of paper or cardstock.
- ◆ Each group will design their boxes to work within their theme. They will design two package ideas that can be sold individually, but are meant to be displayed as a grouped. The theme of the package design is incorporated in each box design.