

Package Design Project Scenario

Essential Question: *Why does the packaging matter?*

You are a packaging engineer on one of several teams within the research and development division of a company that specializes in packaging for manufacturing facilities. You have been contracted by a trophy and specialty items company to design the packaging for their new slate of coins, tokens, pendants, and trophies. You are tasked with developing a package and graphic design features to market and ship their new items to customers.

The company wants a package that can not only protect the item during shipping but also serve as a keepsake for the customer. You and your team will examine a variety of packages to determine ideas for this project. Your team will use this knowledge to design the package for your customer's product. Your packaging base will be made using a CNC mill and cannot exceed 6" x 4" x 2.75" with at least a 0.25" thick wall. You will design a lid to fit inside the base using the company's laser cutters. The lid should also feature a logo design that matches the theme of the product.

You will need to produce computer models of your design along with a prototype to present to the client. You will also write a business letter summary detailing the important features of your design and how it will help them showcase their product.

Deliverables include:

- Packaging base prototype
- Packaging lid prototype
- Professional Notebook
- Business Letter Summary