Packaging Design and Prototyping

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Color | Workflow | Technology
Color Management Group
Prototyping Past

- Sent to prototyping house
- Many analog processes
- Specialized knowledge
- Craftsman
- Expensive
- Very manual
Prototyping Now

- More digital, less analog
- Easier to bring in-house
- Cost going down
- Faster turnaround
Prototyping Now

- Physical
  - EcoSolvent and UV Printing
  - Specialty Media
  - Special Effects
    - Foil
    - Spot varnishes

- Virtual
  - 3D Modeling
  - Augmented Reality (AR)
But…

- Where is the expertise
- How to work with new technology
- Compatibility issues
  - Materials
  - Inks
- Who is responsible for files
Working with White Ink

- Set as spot color
  - Named properly for RIP
- Overprinting
  - Knock out where needed
  - Use overprint preview
- Layer order
  - White on top
- Forward or reverse printing
Working with Spot Colors

- Built as separate channel
- Defined in L*a*b* or using CxF
- Overprint vs knockout
- Setup in RIP
Working with Special Effects

- Inline vs offline
  - Registration marks
- Digital foil
- Gloss
- Layered printing
Working with Shrink Film

- Direction of Shrink
- Distortion compensation
- Ink Flexibility
Dielines and Cutting

- How to read a dieline
- Safety
- Bleed
- Crossover
- Marks
Additional Color Considerations

- Extended Gamut
- Color Substitution
- Channel removal
- Minimum Dots
- Separations
Small Type / Detail and Resolution

- Small type needs to be readable
  - Nutrition info
  - Ingredients
  - Disclaimers
  - Etc.
- UPC size
- Resolution of printer needs to be appropriate
Virtual Prototypes

- Most of the same rules apply
- Save time and money
- Iterate quickly
- Augmented Reality
Not just for Prototypes

- Samples
- Short-run
- Limited Edition
What to do with what you’ve learned

- Understand requirements for packaging files
- Build production ready files
- Produce prototype packages
- Reduce waste
Thank you for attending!