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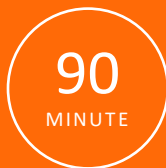
Packaging Design: Designing a Package to Maximize Product Impact

DIRECTED BY

Heidi Graham — Founder/President, Shine Advisor

90 MINUTE

ACCREDITED COURSE

Course Topics Include:

- Evaluate the multiple design aspects of packaging
- Assessment of the User Experience
- Commercialization approaches and implementations

about the course

A package can mean the difference between proper dosing or failure to follow a drug regimen. It can build product loyalty or drive a user to switch to a different offering. It can also mean profitable manufacturing or a cost of goods headache.

At the conclusion of this 90-minute accredited training, you will understand the range of packaging features that can be considered in product development as well as approaches to determine which features are appropriate for your product. We will review the wide range of dispensing formats available, the importance of creating a user experience mindset, and the keys to creating a smooth commercialization strategy.

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who should attend

This course is intended for professionals from the following industries:

• Pharmaceutical-Healthcare	• Cosmetics/Personal Care/OTC
• Medical Device	• Household/Cleaning Products

Those working in departments such as Packaging Engineering, Graphics, Marketing, Procurement, Ops/Manufacturing will benefit greatly from this training. Managers in the area of design, branding, innovation should attend, as well as procurement, or packaging engineers.

Anyone involved in the selection, development, testing, specification and assembly of product packaging components will find the training extremely valuable. Manager and supervisors of the above should also attend in order to obtain a better understanding of the challenges facing their personnel

learning objectives

Upon completion of this course, you will be able to:

- Evaluate the multiple design aspects of your packaging that can be used to enhance product performance.
- Predict user acceptance of design elements, enabling you to make confident recommendations and/or decisions on packaging design.
- Build an approach to implement design elements through labeling, structural design, and material selection.

course outline

Review of Learning Objectives
Module 1: The package is the product | product form dictates dispensing format

- Packaging must be incorporated in the earliest stages of development to maximize the success of the final product.
- In this module we will review the broad range of product forms and their associated available packaging options, which may be far more extensive than you first thought.
- Learning Outcome:
    - o You will be able to evaluate the multiple design aspects of packaging that can be used to enhance product performance.
    - o You will be able to compare and contrast packaging approaches based on the desired product use.

Module 2: User Experience | the key to unlock product potential

- The package does more than protect the contents, it showcases the brand, dispenses the contents, and creates an emotional experience for the end user.
- Product effectiveness is scientific, product messaging is psychological, and product packaging is behavioral. Usage-behavior test methods are needed to assess packaging features.
- Learning Outcome:
    - o You will be able to assess user acceptance of package design elements so you can make confident recommendations and/or decisions on packaging design.

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Module 3: Commercialization | know the hurdles from the line to the store

- The value (and risks) of prototyping and the many approaches and technologies currently available.
- The importance of a manufacturing mindset, considering not just what a machine can do but what it should do.
- Thinking all the way through to the store environment (retail or eCommerce)
- Learning Outcome:
    - You will gain insights on building an effective approach to implementing design elements through labeling, structural design, and material selection

Question and Answer Session

Assessment Opportunity

course instructor

Ms. Heidi Graham pursued package engineering as a way to blend creativity with science and make a positive impact in people's lives. Known for her entrepreneurial spirit and bias for action, her work has been recognized for pioneering open innovation and consumer-centric design, including the development of breakthrough continuous spray sunscreen that transformed the category. With a degree from Michigan State's School of Packaging and a career of 25 years, spanning consumer goods, pharmaceuticals and B2B materials, she brings a diverse set of technical expertise and industry knowledge.

Ms. Graham is the founder/president of Shine Advisor which boosts innovation strategy through a blend of creativity and technology expertise. Shine's eclectic innovation™ delivers breakthrough growth, combining packaging and product development expertise with an obsession for user experience

Accreditations

International Accreditors for Continuing Education and Training (IACET)
Cobblestone has been approved as a CEU Accreditor by IACET and awards CEUs for participation in qualified courses. Cobblestone has demonstrated that it complies with the ANSI/IACET Standards and is authorized to offer IACET CEUs for its programs. CEUs will be awarded for participation in Cobblestone's courses at the rate of .1 CEU per contact hour upon successful completion of the entire course and 70% accuracy in the required Learners' Assessment. A minimum score of 80% is required for all courses within a Cobblestone Certification Program. This course offers a total of 1.5 contact hours, or .2 CEUs. For further information, visit www.iacet.org

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