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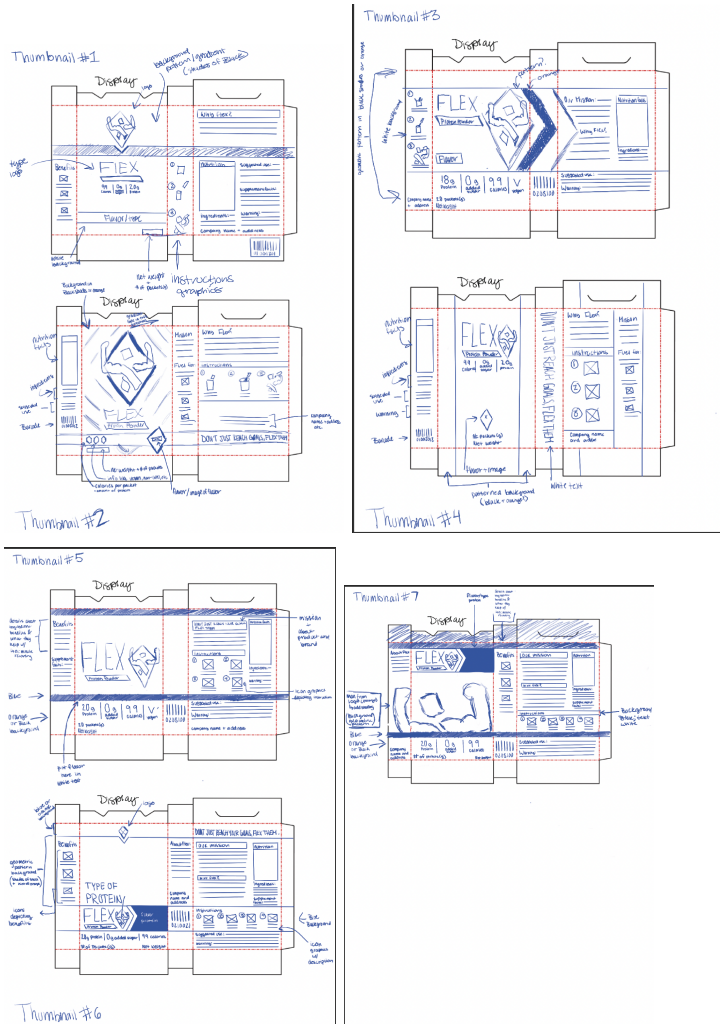
GC 4060
12 October 2023

Platemaking Package Technical Report

I started this project by creating thumbnail sketches of the package design in Procreate on my iPad. When designing the packaging, I kept the following things in mind: my target audience, the required rules and regulations of the product, and the style of packaging in the protein powder market. After looking at all these elements, I determined that my box should have a bold but simple design with geometric elements.

Thumbnails:



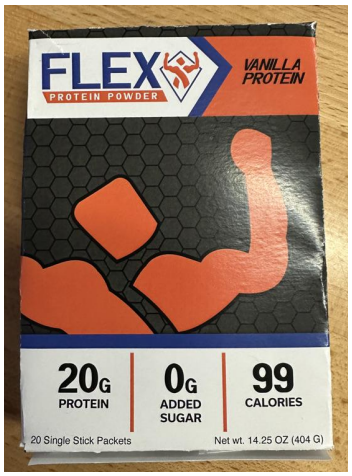
After creating seven thumbnails and reviewing my peer reviews, I moved forward with my seventh thumbnail because I believed it was my strongest design. After pulling standards from the Artios CAD program and altering them to my product's dimensions, I brought them into Adobe Illustrator to begin designing my package. When designing, I made sure that my design

choices reflected the style and look I stated in my brand concepts, as well as staying on top of design trends in the industry. Once the design was completed, I printed two prototypes to see what further adjustments I needed to make before printing the final package.

The first prototype needed a couple of adjustments. The package has a gradient on the top ¾ of the box. This had two issues: it looked like a printing error, and there was not enough contrast between the darker shades of the gradient and the geometric pattern on top of it. I fixed this for the second prototype; I lightened all the hues in the gradient. I then adjusted the placement of each shade to look like a gradient rather than a printing error. Another change I made from the first prototype was removing the blue color on the bottom flaps of the box. No one would see this color on the shelf, which could cause issues for the printer because the color creates a critical fold. The final adjustment I made after printing the prototype was to add a ⅛ inch bleed.

First prototype:

Second Prototype:



Before going to the Sonoco Lab, I saved three AI files, master, print, and cut, to be press-ready. At the Sonoco printing lab, I emailed my three files to the prototyping lab email. The print file was then sent to the Fuiji Film Acuity Select to be printed onto a 0.018-inch caliper one-sided coated paperboard. I chose this substrate because it was lighter for my small product but was still strong enough to hold it. The design was then printed onto the substrate, taking about two minutes. After it was printed, the substrate was taken to the Kongsberg C. Edge to cut. The cut file was used here so the Kongsberg C. Edge knew where to cut and crease. This process took about two minutes. After cutting the package, I assembled the boxes by folding them at each crease and adhering the tabs using a hot glue gun.

Printing on the FujiFilm Acuity Select:

Cutting on the Kongsberg C. Edge: