

SCHOLARSHIP / PEER REVIEWED ABSTRACTS

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CONTACT

<http://DesignPrinciplesandPractices.com/Conference-2014>

ACCEPTANCE PROCESS

Peer Review Acceptance Process

CONFERENCE LEVEL

International

DISCIPLINE

Design/Education

CONFERENCE OVERVIEW

Founded in 2007, the Design Principles & Practices Knowledge Community offers an interdisciplinary forum to explore the meaning and purpose of design. In professional and disciplinary terms, the community traverses a broad sweep to construct a trans-disciplinary dialogue, which encompasses a wide array of design paradigms and practices.

NAME OF PRESENTATION AND ABSTRACT

Model for Interdisciplinary Collaboration in Package Design

Designers and engineers working in the packaging industry are faced with complex challenges such as package structure and product safety while creating a brand identity that leads to positive consumer perception and persuasion of in-store purchases. Although a collaborative process that integrates different disciplines in the packaging industry is desired, that is not always the case, whether it is in professional or educational settings.

This paper explores a recent collaborative course between industrial design, graphic design and packaging science at Rochester Institute of Technology. The course includes two student competitions sponsored by Fortune 500 companies. Devoting only three weeks to each competition, students conduct market and materials research, generate concepts, prepare visual audits, develop virtual and physical prototypes, and conduct analysis and evaluative processes for their products. Students also assess their concept's environmental impact, using industry-standard tools such as Walmart's Packaging Scorecard. The competition concludes with formal team presentations where faculty, sponsor representatives and external packaging experts select the winning design solutions.

Throughout this collaborative course, students gain a comprehensive understanding and respect for the skill sets and challenges faced by the other two disciplines and develop in-depth knowledge of materials, processes, terminology and technologies related to the packaging industry. Students also learn to work effectively in cross-disciplinary teams while addressing objectives and strategies used to market and promote products from the viewpoint of the sponsoring company.

In the end, all collaborative learning experiences require the investment and commitment of all parties in order to be successful. As in any educational experience, positive energy is dependent upon group dynamics and committed leadership. This type of experience is invaluable to our students as they enter the workforce, where teamwork and collaboration are essential to creating the best possible products.

TYPE OF PRESENTATION

Paper Presentation with Alex Lobos and Sandra Turner