



Package Redesign

CAREER CONNECTION

If you are interested in package design, you may be interested in engineering. Package engineers combine skills in technology, management, business, and engineering as they focus on all steps of the package manufacturing process, from design conceptualization to distribution and sales.

HOW CAN FOOD PACKAGING BE IMPROVED?

1. Search your kitchen for packaged food whose packaging you could improve. Consider the packaging's:
 - a. **Effectiveness:** Does it protect the food? Can you easily access the food inside?
 - b. **Size and shape:** Is it logical? Does the package fit well among your other foods?
 - c. **Sustainability:** Can it be reused or recycled?
 - d. **Marketability:** Does it catch your eye? Did it make you want to buy it?
2. Brainstorm what could be improved, as well as how you could improve it. Then sketch a new package design. Include as many details as possible!
3. Use household materials to create a 3D prototype (or model) of the new packaging design.