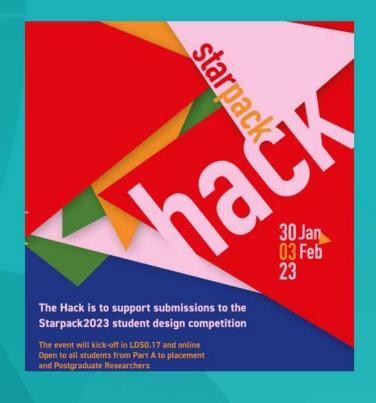
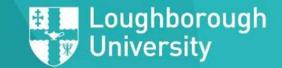
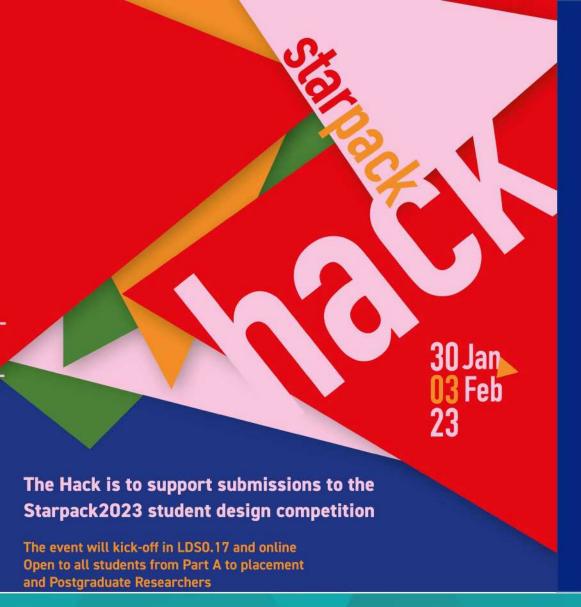
SCHOOL OF DESIGN AND CREATIVE ARTS









The Starpack Hack will invovle:

- Review of all of the briefs for this year's completion
- Define a process for gaining insights and generating value propositions
- Discussing an approach to brand analysis and user interaction
- Detailing the pack design to match the requirements of that part of the industry, current and future manufacturingg technologies
- Presentation format; telling an evocative visual story
- Advice on your concept, value proposition, brand, user interaction, technical detailing and presentation

Register your interest here..



SCHOOL OF DESIGN AND CREATIVE ARTS





Starpack Hack

This event has been provided to help everyone who wishes to enter the Student Starpack Competition.

Here in the School of Design and Creative Arts, SDCA, we have a long track record of success in the Competition.

We want to share our knowledge to ensure everyone has the opportunity to submit the best version of their ideas.







Starpack Hack

There will be presentations on two days, with supporting resources on the Starpack Student webpage and sign-posting to other resources.

If there is enough interest we will organise advisory tutorials to go through your ideas.







Schedule of events

Monday 30th January 2023

11:00-11:15 Introduction, Dr George Torrens, SDCA

11:15-11:45 Brief C: Metal Gift Pack for Champagne or Sparkling Wine, Robert Fell, Director and Chief Executive, Metal Packaging Manufacturers Association

11:45-12:15 Brief A: Replacing Multi-Material Packaging, Martin Hyde, Sustainability and Public Affairs Manager, Alupro

12:15-12:45 Brief D: Walkers #Crisp In or #Crisp Out Front of Store Display, Louise Everett, Senior Account Manager and Jeremy Jacobs, Creative Design & Technical Manager, Smurfit Kappa

12:45-13:00 Review of online design resources, Dr George Torrens, SDCA

Join on your computer, mobile app or room device

Click here to join the meeting Meeting ID: 374 840 716 801

Passcode: hjCx4X

Download Teams | Join on the web







Schedule of events

Thursday 2nd February 2023

11:00-11:15 Introduction, Dr George Torrens, SDCA

11:15-11:45 Introduction to Brand, Dr Nikki Clark, SDCA

11:45-12:15 Brief E: Sustainable Solutions with Corrugated Cardboard, Simon Astrop, Design Centre Manager, VPK Group

12:15-12:45 Packaging Technology for Starpack, Dr Nikki Clark, SDCA

12:45-13:00 Review of online design methods resources, Dr George Torrens, SDCA

Join on your computer, mobile app or room device

Click here to join the meeting Meeting ID: 341 733 628 88

Passcode: 4VM4yK

Download Teams | Join on the web





