SCHOOL OF DESIGN AND CREATIVE ARTS

Issue 4, 27th January 2023
The Starpack Hack will involve:

- 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 manufacturing technologies
- Presentation format; telling an evocative visual story
- Advice on your concept, value proposition, brand, user interaction, technical detailing and presentation

The Hack is to support submissions to the Starpack2023 student design competition

The event will kick-off in LDS0.17 and online
Open to all students from Part A to placement and Postgraduate Researchers

Register your interest here...
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
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