

# Packaging – Die-lines

<https://teachingresource.aiga.org/>

## Objectives

Objectives and tasks should align with a number of learning event out lined in the learner engagement cards.

- Use Yoobee prepress guidelines to create new die-lines
- Describe a production process for producing box packaging
- Modify existing die-lines, to meet new product goals
- Copy existing die-lines
- Discuss sustainability in relation to packaging.

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### What Does Dieline Mean for the Printing and Packaging Industry?

**Answer:** A dieline serves as a package template that ensures proper layout for a printed product. It is a diagram that shows all the cut lines and folds of a package in flattened form. They are also used for envelopes, pocket folders and more. There are a few steps toward creating proper, accurate die lines for items such as boxes.

Die lines are then created in Adobe Illustrator with certain design standards. You can then use a hard copy of the die line you create to test with the product you are packaging. Once you have it right, hard copy prototypes are made with heavyweight paper or other materials. Following careful checking of prototypes for sturdiness and other factors, the finished packaging product will be ready to hit the shelves.

<https://brownandpratt.com/packaging-services/frequently-asked-questions/what-is-a-die-line/>

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## Reading

### 11 inspiring packaging design trends for 2020

<https://99designs.com/blog/trends/packaging-design-trends/>

### 11 Strategies to Make Your Packaging More Sustainable

<https://www.lumi.com/blog/11-strategies-to-make-your-packaging-more-sustainable>

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## Die cut templates

<https://www.diecuttemplates.com/>

## PACKAGING & DIE LINES: The Designer's Book of Packaging Dielines

<https://issuu.com/designpackaging/docs/packaging-dielines-free-book-design>

## PACKAGING & DIE LINES II: The Designer's Book of Packaging Dielines

[https://issuu.com/designpackaging/docs/packaging-dielines-free-book-design\\_7fb37ab8a1c323](https://issuu.com/designpackaging/docs/packaging-dielines-free-book-design_7fb37ab8a1c323)

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# Watching

## How It's Made - Printed Packaging (4:30 mins)

<https://www.youtube.com/watch?v=zoSGvhV3EmU>

## Dielines and Proofs - Packaging Prepress 101 (3 mins)

<https://www.youtube.com/watch?v=Lax3QODXpY8&list=PL30gKhZL7oSIC-VgM9ODvw15rRdHE7IFb>

What did each of the lines mentioned represent?

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# Doing (Tasks)

## Create a die-line from existing box packaging

1. Take an existing packaging box, and unravel it and hand draw the die-line including all cuts and folds, noting the up directions for each panel.
2. Apply measurements to the die-line.
3. Use illustrator to create the die-line.

# Tutor and student interactions

List the way learners will engage with the tutor and each other.

- Group discussion about good packaging experiences they've had.
- Presentation of ideas and option related to sustainability and packaging.
- Group presentation and feedback. (learners present their findings/results and seek feedback from each other)
- Software Demonstration. (Live demo with questions)
- Presentation and discussion of Ideas, techniques, exemplars.

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