



## **Design Decisions of an Award Winning Packaging Design**

### ***World Star Global Packaging Award - Student Category 2024***

The packaging design submitted for the World Star Global Packaging Award - Student category was part of the Level Three Packaging Design Project within the Media and Communication Design specialization at the Department of Integrated Design, Faculty of Architecture, University of Moratuwa. This collaborative project involved the Export Development Board (EDB) of Sri Lanka and the University of Moratuwa, initiated by Samarwickrama as a pilot project to gain insights into the packaging requirements of the export sector. Gunawardhana's assigned SME was a producer of edible cutlery considered as a potential exporter to Gulf nations.

Edible cutlery, made from food ingredients such as rice, wheat, and corn flour, offers an eco-friendly alternative to traditional plastic cutlery, addressing plastic waste pollution concerns. However, due to the fragility of these products, maintaining quality until they reach the user presents a challenge. The existing cuboid packaging is unsuitable for this product, often resulting in product breakage during transit. Despite this challenge, the SME aims to maximize product inclusion in the packaging to boost sales, targeting Gulf countries.

The project began by assessing the existing product's fragility and packaging design. Subsequent studies focused on understanding potential market users, including their demographics, ergonomic preferences, and cultural considerations. User research revealed the potential for positioning the product as a gifting option, particularly during the Ramadan season when large family gatherings are common during iftar. Further investigations into family size and Ramadan traditions highlighted the significance of lanterns as decorative elements.

Based on these insights, the design ideation process commenced, aiming to create packaging that aesthetically appeals to users while providing adequate protection to the product inside. Functionally, the packaging needed to enhance the gift-opening experience and appeal to users during consumption. Given the gifting nature of the product and existing user studies, it was assumed that users would be willing to invest in attractive packaging for their gift-giving intentions. Overall, the design focused on addressing user needs while aligning with cultural and market-specific considerations to maximize market penetration and sales revenue.

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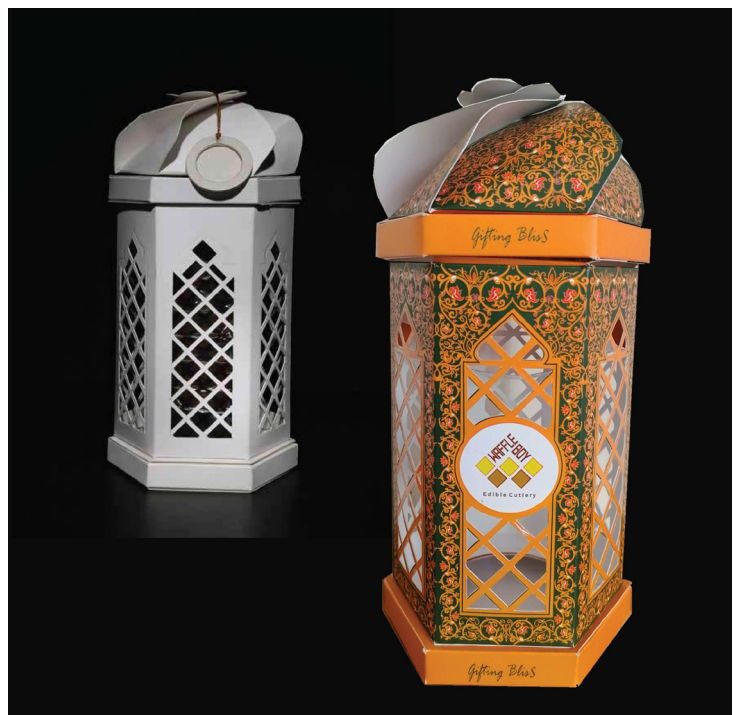
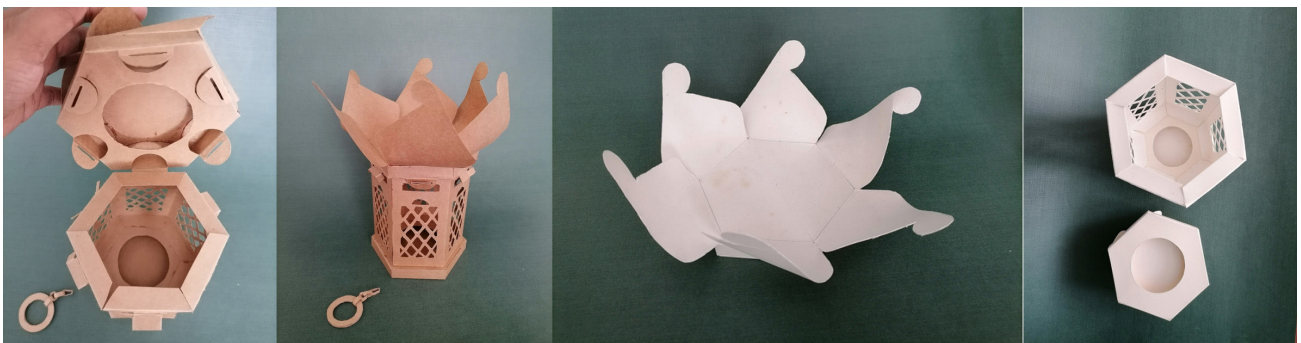


Figure 1: Udari with her Gold Star Award

After ideating several ideas through sketching and prototyping, the design aimed to emphasize the traditional practice of lanterns, symbolizing the “way towards good deeds and happiness.” Inspired by traditional lanterns made of metal, glass, and paper, which varied in shape, color, and size, the prototype design targeted to create a modern, lightweight, and cost-effective alternative with the purpose of secondary use.

The selection of eco-friendly and recyclable materials led to the choice of F-flute cardboard. This decision was based on its similarity to solid cardboard, necessary for product protection, and its ability to provide a smooth printing surface. The structural design consistently focused on the hexagon shape to reduce external forces and motions, enhancing product protection. A hexagon’s six sides provide more stability and distribute forces effectively, minimizing movement during transit. The top part of the

packaging, resembling a dome shape, symbolizes Islamic architecture and functions as a compartment to include the edible spoons. The packaging’s construction maintains an easy-to-use open and closing experience. In terms of appearance, hand-drawn motifs were inspired by traditional Islamic patterns, and colors were chosen based on user studies. The dominant colors of the package, gold and green, reflect cultural significance and aesthetic preferences.

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Figure 2: Prototypes of the Package

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