

Element of PG /Design

คิดออกแบบบรรจุภัณฑ์ ควรคิดอะไรบ้าง

Brand

ภาพลักษณ์สินค้าเดิม

Product

รู้จักมันดีแค่ไหน?

benefit 1

Taget

Rebranding

Rebranding หรือ Relaunching

benefit 2

Design

Corporate Identity/ image /Reputation

Structural

material

UX/UI

Production Planning

Color

Graphic

Message

Functional

Shape

Material

Interactive

Production

On

DESIGN THINKING PROCESS

1-EMPATHIZE

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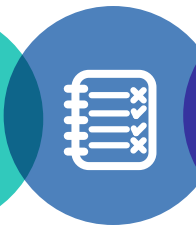
3-IDEATE

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5-TEST

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2-DEFINE

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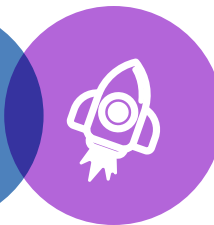
4-PROTOTYPE

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6-IMPLEMENT

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UNDERSTAND

EXPLORE

MATERIALIZE