

Ecofriendly package desing using origamy

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Abstract

In today's world of a global growth, mass production and package wastes cause environmental problems. Designers when designing should take ecological factors into account. Graphic design educators should raise consciousness of students to create sensibility and awareness about environment.

Taking depart from this problem, at Anadolu University, School for the Handicapped, Graphic department 4. grade lesson; "graphic designing project"; students are asked to design eco friendly packages, using origami art which is performed without cutting paper and using glue. In this context, to raise environmental awareness packaging design examples are examined.

Students in the first part of the project, are described and lectured about During the design phase; Definition of Problem; Data collection; Creativity and Invention Process; Finding Solutions; Application. In the second part of the project, students using their creativity, made packaging designs which should environmentally sensitive and practical to use.

As a result, when the relationship of package design with the environment is established correctly, it will be possible to make responsible designs in terms of sustainability and recycling.

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"Design, is a plan about an arrangement to be made to achieve a particular purpose"
Charls Eames

In today's societies rapid growth of population and the damage given to planet by it is at a level which precautions should should be taken. As is the case in all sectors, the graphic design sector should also consider creating a livable environment for future generations in the planning of the process from design to consumption by becoming conscious about environmental sensitivity. There are many campaigning and non-governmental organizations that have a purpose to develop ethical and environmentally sensitive behavior in society, in the sense of consumption recently. Although there are a lot of scientific researches on the effects of people on the world, such as resource depletion, pollution, global warming, deforestation and the destruction of their fields and the violation of animal rights, many people ignore this issue.

Environmental awareness, which is the most important feature of eco design in contemporary sense, is a concept that aims to damage the nature at least by the the product consumed by the human being in the producing process from the raw material to dye being used and to the packaging. In this sense, while traditional design is limited with product production and usage, eco-friendly, eco-design is in addition to traditional contains raw material extraction and processing, and life cycle of the product. Packaging; that is a step of the life cycle of the product is defined as a material that is responsible for self-appreciation of the consumer and also provides the necessary information during the process of reaching the consumer (storage, transportation, loading and unloading), without damaging the environment and fulfilling the environmental protection functions. The purpose of packaging is to keep product in best possible conditions and highest quality up to the consumer. (Çam et al., 2004: 87-91). "President of the Institute of American Motivation Research. Ernest Dichter likens the package to a silent vendor, saying that when the consumer buys a product, he examines the packaging instead of the content "(Becer, 1997: 206). In other words, the packaging provides the initial communication between the product and the customer. In today's world of a global growth,

mass production and package wastes cause environmental problems. Packaging design is very important both for functional and aesthetic as well as being sensitive to the environment. Designers when designing should take ecological factors into account. According to Yankı Göktepe, in order to reduce the effect of packaging on the environment concepts to be considered are recycling, avoiding excessive packaging, use of materials at minimum and efficient capacity, quality of materials, reuse and recycling, material selection, the decomposition of waste. The product (design) that has been taken into account with the interests and laws regarding the recycling and reuse of the consumer's chosen product reduces the harm to the environment" (Göktepe vd, 2004: 68).

Origami which comes from the Japanese words "ori" (fold) and "gami (paper) is a paper folding art that is used to design various figures and models, usually without cutting square paper pieces, without using glue, just folding. Due to these features of Origami art, there are environment friendly and practical usage areas of it.

(<https://en.wikipedia.org/wiki/Origami>)

In this context, a package must be environmentally friendly and it should not be thought that the work of the designer aimed at environmental awareness is only design. For this reason, in the process before and after the design, the designer should be expected to be involved in the whole process. It is considered that the designer will contribute to the problem of creating environmentally sensitive designs by taking part in the product life cycle process with the origami art. Taking depart from this problem, at Anadolu University, School for the Handicapped, Graphic department 4. grade lesson; "graphic designing project"; students are asked to design eco friendly packages, using origami art which is performed without cutting paper and using glue. In this context, to raise environmental awareness packaging design examples are examined.

Students in the first part of the project, are described and lectured about During the design phase; Definition of Problem; Data collection; Creativity and Invention Process; Finding Solutions; Application. In the second part of the project, students using their creativity, made packaging designs which should environmentally sensitive and practical to use.

As a result, when the relationship of package design with the environment is established correctly, it will be possible to make responsible designs in terms of sustainability and recycling.

Some examples from students work:

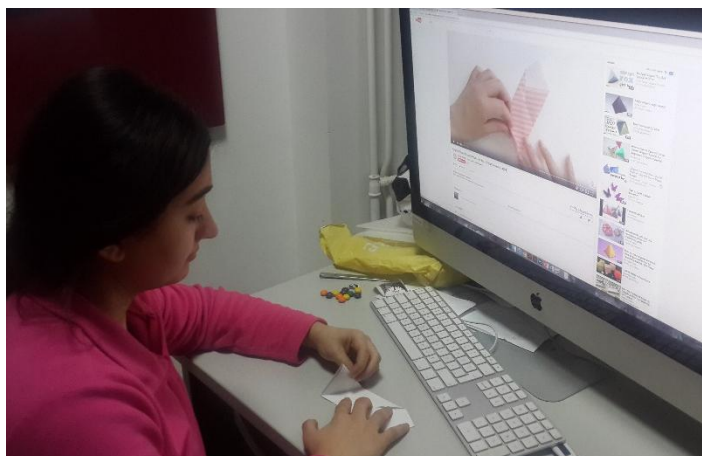


Image 1: Student work "Candy packaging"

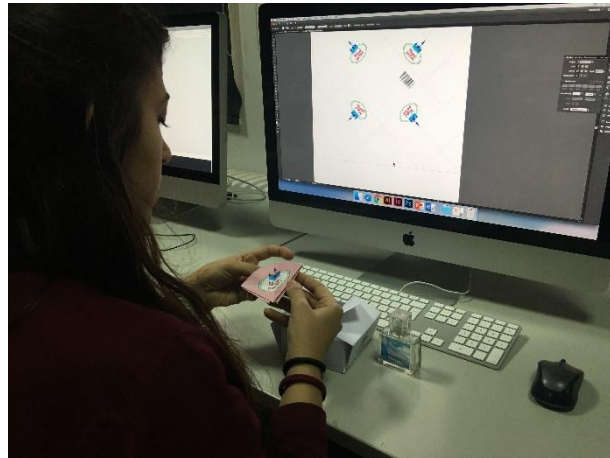


Image 2: Student work "Perfume packaging"

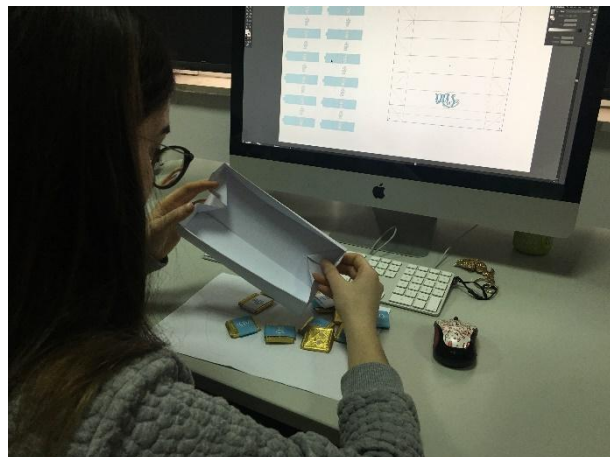


Image 3: Student work "Perfume packaging"

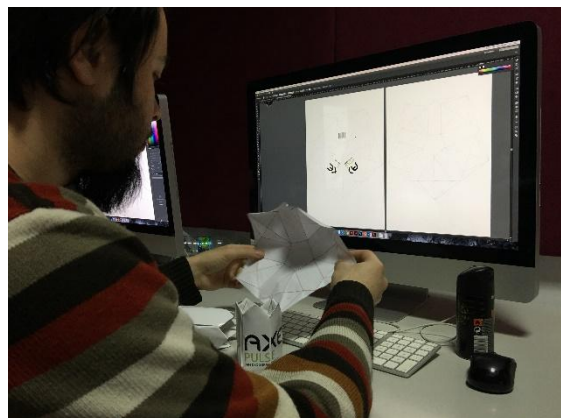


Image 4: Student work "Chocolate packaging"

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