

# Package Design Checklist

As you gear up for your product's packaging design, limit the stress and check off your progress as you go before reaching out to the designer:

**1**

## Check legislation that needs to be included on your package

- Ensure you're researching what needs to be included in your packaging by law.

**2**

## Think about product protection

- Before you start designing the packaging for your product, it's important you define what the package is going to fit and how is it going to fit. Unnecessary packaging will have an effect on the environment.

**3**

## Make your packaging intuitive

- Think about how you can make your packaging intuitive for consumers (think IKEA).

**4**

## Get barcodes

- Apply for a barcode with GS1 if interested. While barcodes aren't mandatory, if you're thinking of reaching out in the retail market, most retailers will require barcodes as standard. In this case, you should register your product with GS1.

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**5**

## Decide bespoke or off-the-shelf packaging

- Decide if you're opting for bespoke or off-the-shelf packaging.

**6**

## Contact the printers

- Ask for templates/nets.
- Try and order some samples!

**7**

## Gather inspiration

- Gather inspiration on the art direction you would like.
- Create a board with inspirational imagery.
- Communicate with your designer. It's time to start creating!