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# AI IN PACKAGING DESIGN PROCESS

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## Abstract

### AI IN PACKAGING DESIGN PROCESS

In this very competitive industry the time between the business opportunity arises and when the product is launched on the market is becoming shorter and shorter. The high quality of the labels is something that is not negotiable. In this context the studio should accompany the client challenges if not we are out of business.

Some time ago we started using IA as a powerful tool for creating images in a part of the process.

Although the speed in getting the images to work on the design we find many other reasons to use this tool.

### DIVERSITY

In this case of packaging redesign in which the client wanted an upgrade without losing identification we could explore very different kind of illustration styles, positions of the horse and the carriage, etc.

The final result was changed by using Photoshop to optimize to the client needs.

The rest of the label was designed without AI

### COMPLEXITY

The creation of illustrations with this antique style, demands a lot of time of production. We use AI to create engraved style images that then we use as an image bank to create a new collage based on the strategy concept of the packaging we are designing.

We could interact with the client, made all the changes and adjustments in the different design deliverables and get a final image. With this image we give it to a professional illustrator to draw the final version. It allow us to save a lot of time (in corrections) and also in the directions to the illustrator.

### FINE TUNING

We create a system of images based on a style defined. This allow us to create a family of products with a visual coherence.

Once we decided the final style of the character we create different types of dressing to communicate the character or style of the wine.

### INSPIRATION

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Sometimes we use the AI as an engine for inspiration images that allow us to recreate a concept. Not always the final result is the best option but we use it as a kick-off to create an image with a real illustrator. It's very usefull to have visual references and use them as a guide for give art directives

## CONCLUSIONS

All these reasons of why we use this technology are defined previously by a concept, a vector idea that is in path with the client selling or positioning objectives. Without this it's only a preety image.

Artificial intelligence (AI), despite its name, does not possess true intelligence or consciousness of its own. It is essential to understand that AI does not "think." AI provides answers to a demand.

Unlike humans, AI has no consciousness or understanding of its own. It has no feelings, experiences or perception of the world. It simply follows instructions encoded in its programming. True intelligence lies in our ability to use AI while always maintaining our human essence

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