



Designing packing for Grindex Grindamit

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“Art Academy of Latvia can offer unspoilt human resources with unabridged flight of ideas, large scope of service offerings, the provision of which is coordinated and overseen by professionals. Such capacity and creative potential is not matched by any company.”

Mara Adina

Project Manager, Art Academy of Latvia

FAST FACTS

Country or Region:

LATVIA

University:

Art Academy of Latvia (AAL)

Business partners:

- Grindex

Area of UBC:

- COMMERCIALISATION

Project start date: January 2011

Project end date: May 2011

Keywords:

- Product design
- Design samples
- Technology transfer
- Pharmacy

Key Objectives:

PROJECT SUMMARY

This case study is about the cooperation between Grindex, a pharmacy company, and Art Academy of Latvia (AAL). The subject of cooperation was design of packaging for Grindex's new line of vitamin products.

CASE STUDY IN DETAILS

Project Background and Needs

Project partner, Grindex, approached Mr. Holgers Elers, associate professor at the Design department of AAL (Mr Elers had worked with Grindex previously). Grindex was looking for ideas of packing for its new line of vitamin series. AAL agreed to cooperate and the idea of AAL was to shape the cooperation with Grindex as a study process for students.

The expectation of Grindex was to receive many ideas of packing from design students that would have been produced under the supervision of a professor (professional designer). The expectation of AAL, on the other hand, was that students would gain practical work experience.

Project Solution

The work on the project followed the ordinary academic process, namely, setting the task, students presenting their intermediary results in a show, which is followed by the final show at the end of the process. The task was set jointly by Grindex and AAL, which was followed by AAL working with students on the initial research about product design used in pharmaceutical industry. After the initial research was completed, students, by consulting the lecturers of AAL, commenced the work. In the intermediary show students presented their design concepts to representatives of Grindex and lecturers of AAL. Taking into account the commentary, thoughts and evaluation of the design concepts, students continued to work on the packing designs in preparation to the final show of their ideas. In the final show, students presented their work done (complete designs) to representatives of Grindex and the faculty of AAL. The final decision as to which design would be used on products was made by the board of

- For partner: to gain a variety of quality packing design for their product
- For university: to have a learning process that is tied to real life processes of design realisation, starting from design and ending with prototype production
- For university: to gain extra financial means

Lessons learned:

- It is important that the partner (client) knows precisely what he or she wants.
- Research is an indispensable part for carrying out a successful project.
- It is important to involve the partner in the project's processes so that there is transparency as to the price and the time it takes to complete the project.

University profile:

Since its establishment in 1919, the Art Academy of Latvia (AAL) has embodied a national school of art, becoming one of the symbols of Latvia's national and cultural independence. AAL is the only higher education institution for scientific research, art, creativity and culture in Latvia offering a higher education in art on various subject areas at three academic programme education levels.

Currently AAL, which has more than 800 students, offers opportunities for studies of art, audio-visual media, and design and art history in Bachelor of Arts, Master of Arts and Doctor on Arts programmes offered by 14 departments arranged in 5 faculties – the Faculty of Visual Arts, Faculty of Visual Plastic Arts, Faculty of Audio-Visual Media, Faculty of Design and Art History Faculty.

Grindex.

Achievements and Impact

As a result of this project, Grindex has obtained a new design for their product and AAL has had the opportunity to engage its students in a real-world task with a real enterprise.

Quantifiable Outputs for University

From the project AAL gained the following:

1. Financial benefit;
2. 12 students were involved in the work on the project, gaining valuable practical experience;
3. Copyright to the design is owned by AAL and the student, whose work was chosen as the winner;
4. Six lecturers from the department of design were involved in the project, gaining valuable experience;
5. The shows were open to the public, which means that students' work was seen by approximately a thousand people (the public and students of AAL).

Quantifiable Outputs for Partner (s)

As the result of the project Grindex received packing design for a product line of vitamins, consisting of six different products.

CHECKLIST OF PREREQUISITES TO SUCCESS

Formal aspects

- Formal practical level Co-operation Agreement is signed between University and Partner(s) which defines particular roles, outputs, reporting mechanisms and other relevant aspects.
- Clear roles and responsibilities are defined for University.
- Clear roles and responsibilities are defined for Partner(s).
- Project partners have agreed on specific deliverables to be produced as a result of the co-operation.

Financial and/or Infrastructure aspects

- University invests financial resources in the project.
- Co-operation Partner invests financial resources in the

project.

- University invests infrastructure and/or material type (in kind) resources in the project.
- Co-operation Partner invests infrastructure and/or material type (in kind) resources in the project.
- University gains monetary benefits from the project.
- Co-operation Partner gains monetary benefits from the project.
- University gains non-monetary but measurable and verifiable benefits from the project.
- Co-operation Partner gains non-monetary but measurable and verifiable benefits from the project.

Human capital aspects

- University is devoting its human capital, know-how, competence to the mutual cooperation, specifically, academic staff, students and administrative staff.
- Co-operation Partner is devoting its human capital, know-how, competence to the mutual cooperation.

Marketing and communication aspects

- Project and/or project results are communicated within mass media channels.
- Project and/or project results are communicated within social media channels.
- Project and/or project results are presented in trade-shows, conferences, seminars, other marketing events.
- Project and/or project results are communicated within internal marketing and/or communication channels within the University and/or Partner institution.

For More Information

For more information about the case study contact Mara Adina on mara.adina@lma.lv

For more information about the project "FROM BRIDGING TO SUCCEEDING. University and Business Co-operation Through Success Stories." and for more case studies visit www.university-business.net

For more information about the Nordplus Horizontal programme visit www.nordplusonline.org

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