

How to Design a Chips Packet in CoreIDRAW

Designing a chips packet in CoreIDRAW involves several steps, from creating the layout to adding graphics, text, and finishing touches. Follow these steps for a professional and creative design:

Step 1: Set Up the Document

1. Open CoreIDRAW and create a new document.
 2. Set the page size to match the dimensions of the packet (e.g., 8.5" x 11" for a standard snack-size layout).
 3. Set the resolution to at least 300 DPI for print quality.
 4. Use guidelines to divide the design into sections (front, back, and sides of the packet).
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Step 2: Create the Layout

1. Draw Shapes for the Packet Layout:
 - Use the *Rectangle Tool* to create panels for the front and back of the packet.
 - Add bleed areas (extra 1/8" space around the edges) to ensure no white space appears after trimming.
 2. Add Fold Lines:
 - Use the *Pen Tool* or *Line Tool* to mark where the folds and seals of the packet will be.
 - Make these lines dashed and non-printable for clarity.
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Step 3: Add Background and Graphics

1. Choose a Background:
 - Use the *Gradient Fill Tool* to create a vibrant gradient or apply a pattern fill for a dynamic look.
 - Alternatively, import a high-resolution texture or image for the background.
 2. Add Illustrations:
 - Draw or import graphics like chips, ingredients, or themed elements.
 - Use the *PowerClip Tool* to place illustrations within specific shapes.
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Step 4: Add Branding and Text

1. Logo Placement:
 - Import the brand logo and place it prominently on the front panel.
 - Ensure the logo contrasts well with the background.
 2. Product Name and Tagline:
 - Use the *Text Tool* to add the product name with bold, attention-grabbing fonts.
 - Include a catchy tagline that highlights a unique selling point.
 3. Nutritional Information and Legal Details:
 - Add nutritional facts, barcode, and mandatory legal information on the back panel.
 - Use smaller, legible fonts for these details.
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Step 5: Add Decorative Elements

1. **Borders and Highlights:**
 - Use the *Outline Tool* to create attractive borders or highlights around key elements.
 2. **Visual Effects:**
 - Apply drop shadows, glows, or transparency effects to make the design more appealing.
 3. **Icons and Stamps:**
 - Include icons like “100% Natural” or “Gluten-Free” if relevant.
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Step 6: Finalize the Design

1. **Check Alignment and Spacing:**
 - Use the *Align and Distribute Tool* to ensure all elements are properly aligned.
 2. **Proof the Design:**
 - Review the text, graphics, and layout for errors.
 3. **Export for Printing:**
 - Export the design in a print-ready format such as PDF or TIFF.
 - Ensure the color mode is set to CMYK for accurate printing.
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