Packaging Decoded

AI Prompt Handbook for Early-Stage Packaging Design Research

This handbook documents Packczar's internal methodology for using AI image-generation tools (such as Midjourney) during the early research phase of packaging development. The intent is not to design packaging, but to support structured thinking, visual alignment, and informed discussion before CAD, engineering, or supplier engagement begins.

1. Where AI Fits in the Packaging Process

Brief → AI Exploration → Final concepts → CAD → Prototyping → Testing → Production

AI-generated visuals are used only between the approved brief and technical design stages.

2. Core Principles for Using AI in Packaging

- AI outputs are reference visuals, not final designs.
- All visuals must remain unbranded.
- Focus on form, proportion, material cues, and shelf presence.
- Never use AI outputs directly for manufacturing or supplier communication.
- AI supports discussion and elimination, not approval.

3. Standard Prompt Structure

Every prompt should follow this order:
• Product type
• Packaging structure
• Material and finish intent
• Market positioning
• Environment and realism
• Explicit exclusions (no branding, no labels, concept only)

4. Packczar Prompt Library

4.1 Bottle – Early Structure Exploration

Early-stage cosmetic packaging concept research, cylindrical serum bottle with airless pump, unbranded, frosted glass material, soft-touch matte plastic pump, premium dermatological positioning, neutral studio background, realistic proportions, diffused studio lighting, no labels, no logos, concept visualization only

4.2 Bottle – Mass vs Premium Comparison

Two unbranded cosmetic bottles shown side by side, identical structure, one with mass-market material cues and one with premium material cues, neutral studio background, realistic packaging proportions, early-stage design research visualization

4.3 Folding Carton – Proportion Study

Early-stage folding carton packaging concept, rectangular paperboard box, unbranded, soft matte paper texture, realistic dieline proportions, neutral beige studio background, minimal graphic cues, concept-stage packaging research

4.4 Range Architecture / Line Extension

Packaging range concept showing three unbranded cosmetic bottles in one family, consistent form language, subtle variation in height and proportion, neutral studio background, realistic materials, early-stage packaging design research

5. How to Evaluate AI Outputs

- Does the form language align with brand intent?
- What price-tier signals are visible?
- Is the structure scalable across variants?
- What directions should be eliminated before CAD?