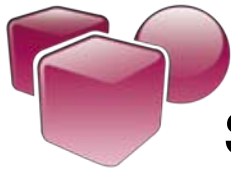# Interactive 3D Packaging Design

Studio

Studio is a plug-in for Adobe® Illustrator® for interactive 3D packaging design. Together with Studio Toolkit for Flexibles, Studio Toolkit for Boxes and Visualizer, Studio offers a modular 3D solution for packaging designers.

Studio adds a 3D viewing environment to Adobe® Illustrator® where designers can see their artwork applied instantly on the package. It also comes with packaging-savvy navigation and alignment tools. By writing a 3D PDF file, Studio lets designers share their ideas with clients for review and approval.

With the award-winning Studio you can reduce time-consuming mock-ups, spot design-errors faster and take away the guesswork from 2D flats.

Studio can show packaging design in 3D inside Adobe® Illustrator®

Design packaging in 3D

Whether you're designing artwork for a cereal box, a corrugated display or a flexible chocolate wrapper, Studio adds the same intelligent design features to Illustrator.

In the **Studio window** you can see and spin it around as if you were holding it in your hand. Make a change to the artwork and immediately see how it looks on the package.

The Studio window also acts as a navigator: just double-click on a panel to zoom in on the artwork.

The Studio window in Illustrator®

Turn the design, not your head

In the flat artwork the panels often have a different orientation. This can be confusing and lead to more mistakes. Tired of editing text sideways or upside down? Studio can automatically **rotate the Illustrator® canvas** so that you can always work in a convenient orientation.

Distribute and align

When several flaps make up one face, the clever **Distribute** feature creates copies of artwork to make it appear continuous across the panels. Use "distribute" on flexible packaging to make the perfect back match. You don't need to be a mathematician anymore to make clever designs.

The Illustrator® guides can help you align artwork on a page, Studio's **3D Guides** help you to align artwork across your package in 3D. This is only possible because Studio understands the packaging shape.

The distribute feature creates and positions intelligent copies of selected artwork.

Integrates with ArtiosCAD

To see your package in 3D, Studio requires a structural design file that provides the shape of the package. You have several ways to obtain a structural design file:

For folding carton or corrugated structures, you can use the native files from the die makers CAD system: Studio supports **ArtiosCAD** and **Score!** files. Or you can fold your own structures with **Studio Toolkit for Boxes**. For flexible packaging shapes you can use **Studio Toolkit for Flexibles.**

PDF goes 3D

Working in 3D is also very usefull for communication. Show a preview of the package to your customer for discussion or approval. Studio offers several options:

• Export to a **PDF files with 3D content** (also called 3D PDF files). If you send such a file to your client, he can view it and spin it around in the free Adobe Reader.

• Export to a high-resolution **TIFF** with a transparent background. This can be used as a product-shot for advertisement or other purposes.

Anyone can open a 3D PDF file in Adobe Reader and spin it around.

The finishing touch

If Studio adds the third dimension to your work, Visualizer add the fourth: Finishing. Use **Visualizer** to create ultra-realistic 3D visuals of the package in a retail environment with real substrates and support for special inks and varnishes. Visualizer supports the same structural design file formats as Studio. So there is always an upgrade path. See the Visualizer leaflet for more details.
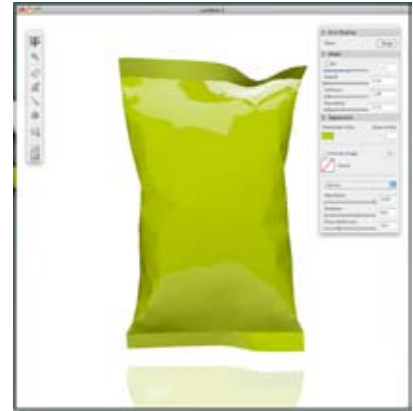

You can upgrade to Visualizer if you need to show finishing, embossing or special materials.

Studio Toolkit
for Flexibles

Studio Toolkit for Flexibles is a new structural design application for flexible packaging. With Studio Toolkit for Flexibles you can make great flexible packaging shapes very fast. Then you add the artwork in Studio or Visualizer.
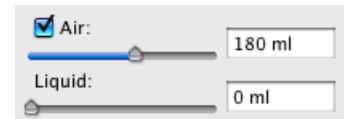
Packaging-savvy

To get a flexible packaging shape, all you have to do is pick the right type of package and fill in the settings from the filling machine. You instantly get a nice packaging shape and the keylines to align the artwork to. Studio Toolkit for Flexibles is so time-effective because it has filling machine and substrate knowledge already built in.
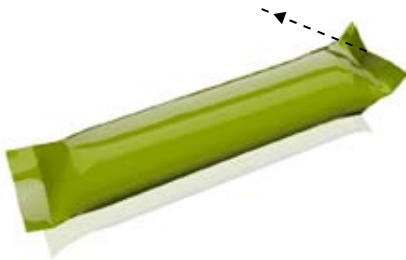
Pillow bags, gusseted bags, pouches, sachets, diaper bags and quattro-seal bags.

What's in the bag?

The best way to make a bag look real is to use the right content. With **Studio Toolkit for Flexibles** you can specify the amount of air or liquid in the package, but it is also really easy to mimic a candy bar, a biscuit or an ice cream.

Live shaping

Seeing is believing, that's why in Studio Toolkit for Flexibles you can interact with the package and see it move like the real thing. There are several shaping tools for you to use. Pull or push anywhere on the bag, add extra fold lines or make some areas more wrinkly than others.

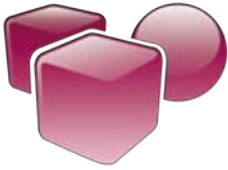*With the Puller tool you can grab a point and pull it somewhere.*

Made for Studio and Visualizer

With **Studio Toolkit for Flexibles** you make a realistic packaging shape and a matching keyline layout. This is saved as an **EskoArtwork Flexible Bag** file and can be used in **Studio** or **Visualizer.**

Visualizer showing a realistic rendering of a pouch. The shape was made by Studio Toolkit for Flexibles. The artwork is provided as a PDF file.
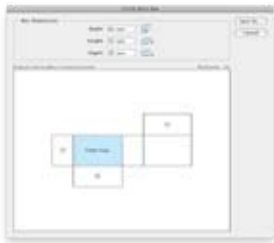

Esko artwork

Studio Toolkit
for Boxes

You would like to use Studio or Visualizer on a folding carton or corrugated design but you can't get hold of the native CAD file. The only thing you have is a die-drawing. Does this sound familiar? Then **Studio Toolkit for Boxes** *is for you. And what better place to convert the die into a folded box than right inside Illustrator? Studio Toolkit for Boxes is a plug-in for Adobe® Illustrator® to make folded structures for* **Studio** *or* **Visualizer.**
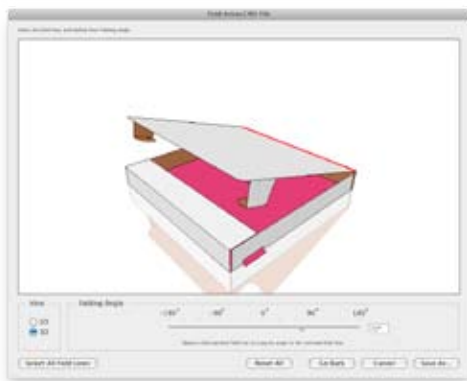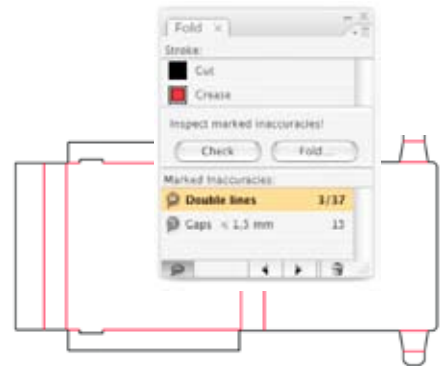

Start from scratch

With **Studio Toolkit for Boxes** you can create a simple rectangular box by specifying width, height and depth. Ideal to try something out when you don't have the die-lines (yet).

Start from a drawing

1. Check and Clean: Import the die-drawing into Illustrator and use Studio Toolkit for Boxes to assign fold and cut lines and clean it up. The toolbox contains the perfect tools for detecting and removing double lines and closing small gaps. Then you are ready for folding...
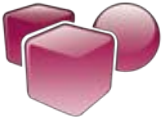

2. Fold: With the intuitive **folding tool** you can easily fold any carton or corrugated structure.

3. View: The result is saved as an ArtiosCAD file that can be used in **Studio** or **Visualizer.**
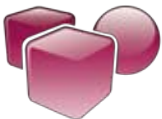
EskoArtwork 3D Packaging Design Software

Studio

- Plug-in for Adobe® Illustrator®
- See artwork on the package in 3D
- Intelligent navigation and alignment tools
- Export to a 3D PDF file
- Requires a structural design file from ArtiosCAD, Score! or one of the Studio Toolkits.

Studio Toolkit for Flexibles

- Stand-alone application
- Create realistic flexible packaging shapes with matching keylines
- Set air, liquid or solid content
- Live shaping with intuitive shaping tools
- To be used with Studio or Visualizer

Studio Toolkit for Boxes

- Plug-in for Adobe® Illustrator®
- Create a simple rectangular box from scratch
- or clean up a die line drawing and fold it into a structure.
- To be used with Studio or Visualizer

Visualizer

- Stand-alone application
- See package in 3D in a real environment
- With realistic rendering of substrates, inks and finishing
- Supports a structural design file from **ArtiosCAD, Score!** or one of the **Studio Toolkits.**
- Export to QuickTime® movie
- Free Viewer available

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ESKO artwork