

Oops...

I BECAME A PACKAGING DESIGNER

ANDY KURTTIS & ALEX BLAKE | @HEYBUTTERMILK

If there's one thing you learn from our session, it should be...

- ...TO ASK QUESTIONS.**
- ...TO STAND BEHIND YOUR IDEAS.**
- ...TO BACK UP YOUR IDEAS.**
- ...TO GET THE WHOLE STORY.**
- ...GET SOLID PHOTOGRAPHY.**
- ...PLANNING.**
- ...TO TRUST YOUR GUT.**
- ...TO THINK OUTSIDE OF YOUR INDUSTRY.**
- ...TO FIND THE PASSION.**
- ...DON'T HAVE AN EGO.**
- ...TO THINK ABOUT THE BIG PICTURE.**
- ...TO MANAGE EXPECTATIONS.**
- ...TO KNOW WHEN AN IDEA HAS GONE TOO FAR.**
- ...TO GET SCHOOLED ON PRINT SPECS.**
- ...GENERAL KNOWLEDGE OF PRINT.**
- ...CLEAR DIRECTION.**
- ...DON'T NEGLECT THE PROJECT.**
- ...TO PUSH FOR BETTER DIRECTION & TIME.**
- ...DON'T FALL IN LOVE!**

Oh and one more thing:

BRUCE SPRINGSTEEN CAN HELP YOU EXPLAIN JUST ABOUT ANYTHING.