



Course Syllabus

Course Code	Course Title	ECTS Credits
DES-326	Design for Packaging	6
Prerequisites	Department	Semester
DES-286	Design and Multimedia	Fall
Type of Course	Field	Language of Instruction
Required	Graphic Communication	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Marianna Kafaridou	3 rd
Mode of Delivery	Work Placement	Corequisites
Face to face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Introduce students into the packaging design for mass production
- Introduce brand identity in relation to packaging
- Introduce students into the structural design of packaging and its role into communicating a message
- Introduce students into the two-dimensional elements of packaging design
- Develop the ability to generate concepts and methodologies for various packages
- Develop thought-provoking analysis and critical thinking skills

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Discuss the evolution of packaging design and its role in today's society
2. Create packaging design and brand identity
3. Identify the appropriateness of materials for packaging products
4. Create package structural designs to communicate a concept
5. Utilise an appropriate visual language (image making and typography) to address different target audiences
6. Develop and apply brand identity concepts

Course Content:

1. Defining packaging design
2. The evolution of packaging design
3. Packaging design and brand (brand identity-promise-equity-loyalty-repositioning-extension)
4. The marketing of packaging
5. Packaging and labeling
6. Design elements of packaging design
7. Structural design, materials, surface graphics, and visual communication
8. Target audience – creating rational and emotional connection
9. Packaging innovation – new refinements
10. Sustainability in packaging design
11. Case studies – analysis of brand and packaging design projects
12. Design process and approaches to visual communication problems

Learning Activities and Teaching Methods:

Lectures, demonstrations, group/individual tutorials, major projects, one-day/week briefs, exercises, students’ seminars and presentations, critique-feedback and studio based discussions.
 This is primarily a studio course, however it is necessary for students to spend considerable time outside class projects to develop knowledge and skills.

Assessment Methods:

Major projects, one-day/week brief, research brief, students’ seminars and presentations

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Package Design Workbook: The Art and Science of Successful Packaging	Steven DuPuis and John Silva	RockPort, Reissued edition	2011	978-1592537082
Packaging the Brand: The Relationship	Ambrose and Paul Harris	AVA	2011	978-2-940411-41-2

Between Packaging Design and Brand Identity				
Packaging Design: Successful Product Branding From Concept to Shelf	Marianne R. Klimchuk and Sandra A. Krasovec	Wiley, 2 nd edition	2013	978-1118027066
Packaging Essentials: 100 Design Principles for Creating Packages (Design Essentials)	Candace Ellicott and Sarah Roncarelli	RockPort, 1 st edition	2010	978-1592536030

King-Gordon, Stacey, Packaging Makeovers: Graphic Redesign for Market Change, RockPort, 2011

<http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=585161&site=ehost-live>

Keller, Maura Taute, Michelle Capsule (Firm), Design Matters: An Essential Primer, RockPort, 2012

<http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=576560&site=ehost-live>

Public School (Firm), Design/paper: A Seductive Collection of Alluring Paper Graphics, RockPort, 2012

<http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=576562&site=ehost-live>