



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

Objectives of the Course:

The main objectives of the course are to:

- Introduce students to package design for mass production.
- Provide students with the ability to generate concepts and methodologies for various packages.
- Help students gain the ability to translate concepts into three-dimensional form.
- Motivate students to develop and apply a personal visual language within packaging design.
- Gain ability to brainstorm, generate rough work and finalise ideas
- Provide students with the ability to identify the various materials used in the production of packages, their properties and appropriateness for various product categories.
- Work within set requirements / limitations from clients
- Work within set deadlines
- Acquire the skills needed to present design proposals – both with and without a verbal explanation

Learning Outcomes:

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

1. Employ creative concepts for the design of various packages.
2. Use effectively already acquired skills such as image manipulation and typographic design for packaging applications.
3. Define human identity forming processes through consumption.
4. Identify and use the most appropriate visual language to address different target audiences.
5. Demonstrate packaging concepts through the production of three-dimensional prototypes.
6. Identify the various manufacturing techniques and materials used in the mass production of various packages.
7. Discuss design solutions and propose them effectively to clients.

Course Contents:

1. Use value and sign value of objects
2. Target audiences. Defining and addressing them
3. Product categories
4. Market research
5. Materials and methods in the packaging of various products
6. Prototype production
7. Evaluating packaging design projects from around the world, case studies.
8. Brand identity through packaging design
9. New product launch
Redesigning existing products

Learning Activities and Teaching Methods:

Lectures, Studio demonstrations, Workshops, Group and one-to-one tutorials, Practical design exercises and assignments
--

Assessment Methods:

Projects, Attendance

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Calver, Giles	What is packaging design?	RotoVision	2003	2880466180

Recommended Textbooks/Reading:

Author/s	Title	Publisher	Year	ISBN
Hargreaves, Ben	Eat me: delicious, desirable, successful food packaging design	RotoVision	2004	288046773X
Ambrose, Gavin	This end up: original approaches to packaging design	RotoVision	2003	2880466482
Blackett, Tom	Brand medicine: the role of branding in the pharmaceutical industry	Palgrave	2001	0333930983
Emblem, Anne	Packaging prototypes 2: closures	RotoVision	2000	2880465044
Ren, Guang Yu	Packaging prototypes 3: thinking green	RotoVision	2001	2880465605