

ECTS Syllabus

Course title	Packaging Design			
Course code	GDES-326			
Course type	Compulsory			
Level	1st Cycle			
Year / Semester	3rd			
Teacher's name	Marianna Kafaridou			
ECTS	6	Lectures / week	1/week	Laboratories / week
Course purpose and objectives	<p>The main objectives of the course are to:</p> <ul style="list-style-type: none"> • Examine the multi-disciplinary field of packaging design for mass production. • Discuss brand identity and communication of product information with package design. • Examine structural design and the fundamental design considerations of graphic design elements on the panels of the package. • Use creative processes in packaging design that involve market research, brainstorming, conceptualization, sketching, and prototyping. • Develop critical thinking skills and apply thought-provoking analysis. 			
Learning outcomes	<p>After completion of the course students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Discuss the key concepts and importance of packaging and branding in the marketing mix. 2. Identify the basic principles of packaging design, including form, function, and aesthetics. 3. Design packaging solutions that effectively communicate brand identity through a creative process. 4. Apply an appropriate visual language (image-making and typography) to address product packaging to the target audience. 5. Discuss the appropriateness of materials for packaging products. <ol style="list-style-type: none"> 1. Recognize sustainable packaging practices and materials, and understand the ethical implications of packaging design, including environmental impact and consumer safety. 			
Prerequisites	GDES-286	Required		
Course content	Defining packaging design; Packaging design and brand (brand identity, promise, equity, loyalty, repositioning, extension); The marketing of packaging; Packaging and labelling; Design			

	elements of packaging design; Structural design, materials, surface graphics, and visual communication; Target audience, creating rational and emotional connection; Packaging innovation, new refinements; Sustainability in packaging design; Case studies - analysis of brand and packaging design projects.
Teaching methodology	Lectures, demonstrations, group/individual tutorials, major projects, one-day/week briefs, students' presentations, critique-feedback and studio-based discussions.
Bibliography	<p>Klimchukand, M., Krasovec, S., 2023, <i>Packaging Design: Successful Product Branding from Concept to Shelf</i>, Wiley, 978-1118027066</p> <p>Taschen, 2023, <i>The Packaging Design</i>, Taschen America Llc, 978-3836594127</p> <p>Auras, R., Selke, S., 2022, <i>Life Cycle of Sustainable Packaging: From Design to End-of-Life</i>, Wiley, 978-1119878100</p> <p>W., Hoaki, 2021, <i>Wrap It Up: Creative Structural Packaging Design. Includes Diecut Patterns</i>, Shaoqiang, 978-8417656317</p> <p>Chong, P., 2019, <i>Interactive Packaging Design</i>, Design Media Publishing, 978-1912268535</p> <p>Wiedemann, J., 2017, <i>The Package Design Book</i>, Taschen America Llc, 978-3836555524</p>
Assessment	Major projects, one-day/week brief, students' presentations, attendance and class participation and performance.
Language	English