COURSE OUTLINE

1. GENERAL

SCHOOL	ENGINEERING		
DEPARTMENT	PRODUCT AND SYSTEMS DESIGN ENGINEERING		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	**4206**	**SEMESTER**	**8**
COURSE TITLE	**Packaging Design**		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures and Lab exercises	**3**	**6**
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Specialized knowledge, skills development.
PREREQUISITE COURSES:	NONE
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK/ENGLISH
COURSE DELIVERED TO ERASMUS STUDENTS	YES
MODULE WEB PAGE (URL)	https://eclass.uowm.gr/

2. LEARNING OUTCOMES

Learning outcomes

The course of packaging design is for any student interested in Packaging Design. Students will use software applications employed as tools by Graphic Designers for two-dimensional and three-dimensional surfaces. This course is a project-driven exploration of Packaging Design which is defined as stylized functional design for carrying, protecting, or presenting a product.

Research and Analysis: Contemporary case studies of 3D form and function of brand packaging. Visual research and communication of message through graphic design solutions.

Design and Development: Exploration of appropriate ideas, creative thinking and generating original ideas. Formulation of creative solutions in relation to set briefs. Recognize the production values and design requirements of studio based photography for packaging design.

Topics include: the Principles and Elements of Design, current technical and creative methods and styles employed by Package Designers as well as well as sustainability, advanced critical concepts, and professional practices. This course includes portfolio building with an emphasis on professional standards.

On successful completion of this module the learner will be able to:

- describe the principles, mechanics, and techniques of structural package design.
- develop design concepts, structures, images and design elements for the creation of innovative and sustainable package designs.
- apply graphic and typographic systems to the development of structural prototypes for optimum communication.
- present, evaluate and reflect on the functionality of the structural design and the effectiveness of product positioning and design communication.
- constructively discuss and critique packaging design concepts, structures and techniques employed by peers

General Skills

Upon successful completion of the program students will:

- Examine and construct virtual and physical 3D forms as related to packaging design.
- Incorporate contemporary visual design and creative thinking values to evaluate, generate and transform visual design codes to produce packaging ideas.
- Employ studio and non-studio packaging photography for use in portfolio presentations.

3. COURSE CONTENTS

1. Package design principles
2. Marketing and brand identity using packaging
3. Planning, workflow, and storyboarding
4. Package manufacturing requirements
5. Information design, including governmental and commercial requirements (UPC codes, nutrition facts, etc.)
6. 3D design
7. Cost considerations
8. Permeability and shelf life
9. Environmental impact
10. Prototyping
11. Field testing and evaluation

1. TEACHING METHODS - ASSESSMENT

<table>
<tr><td>MODE OFDELIVERY</td><td>In class, face to face</td></tr>
<tr><td>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</td><td>• Video and slide presentations via projector
• Support of teaching process via the electronic platform e-class
• Communication with students.</td></tr>
<tr><td>TEACHING METHODS</td><td>
<table>
<tr><th>Activity</th><th>Semester workload</th></tr>
<tr><td>Lectures</td><td>100</td></tr>
<tr><td>Non-directed study</td><td>25</td></tr>
<tr><td>Lab exercises</td><td>25</td></tr>
<tr><td></td><td></td></tr>
<tr><td>Course total</td><td>150</td></tr>
</table>
</td></tr>
<tr><td>ASSESSMENT METHODS</td><td>Lab exercise which includes:
I. Homework exercises
II. Exercises in the class
III. Coursework for portfolio built

Final written exam which includes:
i. Short-answer questions
ii. Multiple choice questions
iii. Problem solving</td></tr>
</table>

2. ATTACHED

- Suggested bibliography:

1. Βιβλίο [102072449]: Σχεδιασμός Προϊόντων, Κυράτσης Παναγιώτης, Ευκολίδης Νικόλαος, Μηνάογλου Πρόδρομος, Μανάβης Αθανάσιος Λεπτομέρειες
2. Βιβλίο [77117956]: Βιομηχανικός σχεδιασμός προϊόντων, Χειρχαντέρη Γεωργία, Λεπτομέρειες
3. Class notes