

SCHOOL	APPLIED ARTS & CULTURE		
DEPARTMENT	GRAPHIC AND VISUAL COMMUNICATION DESIGN		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	N1-5150	SEMESTER	5
COURSE TITLE	HOLISTIC PACKAGING DESIGN		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures	2	3	
Workshop	2	2	
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at (d).</i>	4	5	
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	Specialisation course		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/GD198/		

(1) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<ul style="list-style-type: none"> - The student will be familiar with the basic principles of packaging design - The student will understand the interdisciplinary nature of the subject - The student briefly studies the interactions of packaging with the disciplines of marketing, materials technology, environment, food and beverages, pharmaceuticals and cosmetics, costing, logistics and trade, etc. - The student will understand the usefulness of working in interdisciplinary teams to produce high quality work. - The student will be able to plant the production processes involving product design, printing of products using large production methods on offset, flexographic and rotogravure printing machines. - The student is able to understand the production workflows required in an industrial packaging production.
<p>General Competences</p> <p><i>Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?</i></p> <p><i>Search for, analysis and synthesis of data and</i> <i>Project planning and management</i></p>

<i>information, with the use of the necessary technology Adapting to new situations Decision-making Working independently Team work Working in an international environment Working in an interdisciplinary environment Production of new research ideas</i>	<i>Respect for difference and multiculturalism Respect for the natural environment Showing social, professional and ethical responsibility and sensitivity to gender issues Criticism and self-criticism Production of free, creative and inductive thinking Others...</i>
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- Research, analysis and synthesis of data and information, using the necessary technologies
- Adaptation to new situations
- Decision-making
- Autonomous work
- Working in an interdisciplinary environment
- Project planning and management
- Respect for the environment issues
- Demonstrating social, professional and ethical responsibility in the workplace
- Promoting free, creative and deductive thinking

- (2) SYLLABUS**
- Holistic Packaging Design - Holistic Design Principles
 - Multi-criteria packaging design models
 - Interactions of packaging with various scientific fields
 - Packaging as a container
 - Packaging as a promotional display
 - Packaging as a protection medium
 - The basic functions of packaging
 - Methods of printing packaging
 - Methods of forming packaging
 - Methods of labelling packaging
 - Selection of packaging materials
 - Packaging as waste (environmental assessment)
 - Recycling, downcycling and upcycling (reuse) of packaging

(3) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY Face-to-face, Distance learning, etc	Face-to-face, laboratory exercise, industrial visits, written examination	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	Use of computers for: The teaching of the theoretical part, The conduct of the laboratory projects and The communication with the students	
TEACHING METHODS The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational	Activity	Semester workload

visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS		
	Course total	125
STUDENT PERFORMANCE EVALUATION Description of the evaluation procedure Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	In Greek language, A. Problem solving - Short answer questions written exam - (theoretical part), B. Reports on the laboratory exercises, Group work (Project) Public presentation (support) of work - reports (laboratory part) Evaluation criteria on the electronic platform of the course.	

(4) ATTACHED BIBLIOGRAPHY

Suggested bibliography:

1. Μάριος Τσιγώνιας, Αναστάσιος Πολίτης, Ολιστικός Σχεδιασμός Συσκευασίας, Συνοπτικές σημειώσεις μαθήματος, 2019
2. Καρακασίδης Νικόλαος: Ειδικά θέματα συσκευασίας, Εκδόσεις Ίων
3. Stafford Cliff, 50 trade secrets of great packaging design, Rockport Publishers Inc., USA, 1999
4. M. Bakker (ed.), Wiley Encyclopedia of Packaging Technology, J. Wiley & Sons, New York (1986).
5. I. Boustead and H. Lidgren, Problems in Packaging, The Environmental Issue, John Wiley and Sons Inc., New York (1981).
6. R. Goddard, Packaging Materials, Pira, Leatherhead, Surrey (1990)
7. Wozniak Jo, Physical Data, visualization and rapid prototyping with the Genisys Xs, the Beckman Institute, USA, 2001
8. Helmut Kipphan: Handbook of Print Media
9. Gravure Education Foundation: Gravure process and technology
10. Foundation of Flexographic Technical Association: Principles and practices 6.0

Related academic journals:

Visual Communication Journal
Acta Graphica
IARIGAI Journal