

## COURSE OUTLINE

- GENERAL

<b>SCHOOL</b>	School Of Applied Arts & Culture		
<b>ACADEMIC UNIT</b>	Department Of Graphic Design & Visual Communication		
<b>LEVEL OF STUDIES</b>	Undergraduate		
<b>COURSE CODE</b>	<b>N1-6080</b>	<b>SEMESTER</b>	<b>6th</b>
<b>COURSE TITLE</b>	Anatomy and Structure of Packaging Design		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate course components, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the total course, write the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
		4	6
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at (d)</i>			
<b>COURSE TYPE</b>	Special Background		
<b>PREREQUISITE COURSES</b>	Completion of - VISUALISING INFORMATION - CORPORATE INDENTITY - GRAPHIC DESIGN V: ILLUSTRATION IN VISUAL COMMUNICATION - TYPOGRAPHY IN GRAPHIC DESIGN - TYPOGRAPHY & PUBLISHING		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS?</b>	YES (in English)		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.uniwa.gr/courses/GD139/">https://eclass.uniwa.gr/courses/GD139/</a>		

- LEARNING OUTCOMES

<p><b>Learning outcomes</b></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. Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</li> <li>• Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</li> <li>• Guidelines for writing Learning Outcomes</li> </ul>
<p>The course examines the concept of packaging from the <a href="#">beginning</a> to the present day. Packaging is now a "product" of continuous research <a href="#">aiming</a> at <a href="#">the</a> protection and preservation of products. The lectures focus on how design relates to <a href="#">the</a> product and facilitates its identification. The course focuses <a href="#">on</a> one of the three areas of packaging: 3D, Productive and Graphic Design; the latter examines how the designer creates the <a href="#">pack's</a> graphics elements.</p> <p><b>Module Aims</b></p> <p><a href="#">I</a>ntegrated <a href="#">study of</a> graphic design packaging, <a href="#">regarding</a> the use and information <a href="#">its</a> transfers, as a complete three-dimensional vehicle of communication and promotion. The course focuses on the functionality of packaging</p>

and the role of “mix market” as a vehicle [for selling and differentiating](#) a product.

Recognition of the functionality of the packaging design that supports and maintains a product as well as its commercial character as a visual medium that can make its presence felt in the market.

### General Competences

*Taking into consideration the general competences that the degree-holder must acquire (as these appearing the Diploma Supplement and appear below), at which of the following does the course aim?*

Search for, analysis and synthesis of data Production of new research ideas and information, with the use Project planning and management of the necessary technology Respect for difference and multiculturalism

Adapting to new situations Respect for the natural

Decision-making environment Showing social, professional and ethical responsibility

Working independently and sensitivity to gender issues

Team work Criticism and self-criticism

Working in an international environment production of free, creative and inductive thinking

Working in an interdisciplinary Others...

environment *Taking into consideration the general competences that the degree-holder must acquire*

*(as they appear in the Diploma Supplement below), at which of the following does the course aim?*

~~Search for, analysis and synthesis of data~~ ~~Production of new research ideas and information, with the use~~ ~~Project planning and management of the necessary technology~~ ~~Respect for difference and multiculturalism~~

~~Adapting to new situations~~ ~~Respect for the natural~~

~~Decision-making environment~~ ~~Showing social, professional and ethical responsibility~~

~~Working independently and sensitivity to gender issues~~

~~Team work~~ ~~Criticism and self-criticism~~

~~Working in an international environment~~ ~~Production of free, creative and inductive thinking~~

~~Working in an interdisciplinary Others...~~

~~environment~~

- Specialization and capacity building
- Application of design ideas
- Project development (analysis, research and individual selection)
- Personal awareness and reflection of the student
- Criteria for selection, development, expression and performance of a project.
- Project design and management
- Promoting free, creative and inductive thinking
- Exercise criticism and self-criticism

### SYLLABUS

#### Theoretical module

The role of packaging and its functional benefits. The position and [type](#) of packaging in the market and commerce, as well as the diversification of design development. The package as three-dimensional object, [as well](#) as a way of life. The [history](#) of package and its evolution. The research and design proposals for a product, according to its position in the market. The entity, the influence and the impact of packaging in relation to color, font style, name and the method of promotion.

#### Workshop module

Students are encouraged to implement their original idea in three-dimensional packaging and the production method. Exercises in packaging design, according to main elements such as text and photography, illustration and colour, symbols and images.

### TEACHING and LEARNING METHODS – EVALUATION

<b>DELIVERY</b>	Face-to-face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	Presentations on Power Point® / Acrobat® and video projections. Training on special software for packaging design Illustrator®, Photoshop®, 3D-Max®, etc.	
<b>TEACHING METHODS</b>	<b>Activity</b>	<b>Semester workload</b>
	Lectures – Tutorials – Workshop	40
	Research Stage	20
	Study & Analysis of Bibliography	20
	Elaboration of Design Study - Individual Work (Application of design, Creativity of design methodology, Quantity and quality of proposals)	60
	Final Presentation	10
	Course total	<b>150</b>
<b>STUDENT PERFORMANCE EVALUATION</b> Description of the <i>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.</i>	<p><b>I. Theoretical study (35%)</b> Written final exam that includes questions of knowledge and comparative evaluation of theory elements, to determine the critical analysis of the student.</p> <p><b>II. Workshop (65%)</b> A. Student participation in the course and the frequency of corrections 15% B. Research stage 20% C. The originality, 15% D. Perfection of execution, 15% E. Adherence to schedule, 15% F. The presentation and documentation of the design proposal, 20%</p> <p><i>The evaluation criteria and the time schedule are posted from the start of the course at the UNIWA e-classwebsite. All relevant information is explained in detail at the beginning, as well as, throughout the semester, during the weekly lectures. Upon request, all the information is provided using email or social networks. All the modules-exercises have the grade percentage for the calculation of the final evaluation.</i></p>	

### ATTACHED BIBLIOGRAPHY

### Greek sources

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### International Sources

- Boylston, S. (2009). *Designing Sustainable Packaging*. Laurence King Publishing.  
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