

## 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>	N1-7030	<b>SEMESTER</b>	7th
<b>COURSE TITLE</b>	Packaging and Branding		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <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>		<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> <i>general background, special background, specialized general knowledge, skills development</i>	Special Background		
<b>PREREQUISITE COURSES</b>	Completion of Anatomy and Structure of Design		
<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/GD168/">https://eclass.uniwa.gr/courses/GD168/</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>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p>The course is defined <del>following</del> <u>according to</u> the needs and requirements of the market. Packaging today is perhaps the largest subject of graphic design services in the field of visual communication. The role of packaging beyond the protection of the product through the process of handling, storage, transport and sale, functions as a means of information and communication of the product and recognition of a brand.</p> <p><del>Το μάθημα έχει ορισθεί ακολουθώντας τις ανάγκες και τις απαιτήσεις της αγοράς. Η συσκευασία σήμερα αποτελεί ίσως το μεγαλύτερο υποκείμενο υπηρεσιών του γραφιστικού σχεδιασμού στο χώρο της οπτικής επικοινωνίας. Ο ρόλος της συσκευασίας πέρα από την προστασία του προϊόντος μέσα από τη διαδικασία χειρισμού, αποθήκευσης, μεταφοράς και πώλησης, λειτουργεί ως μέσο πληροφόρησης και επικοινωνίας του προϊόντος αλλά και αναγνώρισης ενός σήματος (brand).</del></p>

The ~~teaching of the~~ course aims at the ~~most complete~~ study of the packaging. ~~It and~~ examines the packaging, beyond its aesthetic ~~essencelevel~~, as a means of promotion and commercial recognition in the consciousness of the consumer. The courses aim to highlight the functionality of the design that supports and maintains a product, and its character that acts as an element of recognition and promotion of the quality value of a product.

~~Η διδασκαλία του μαθήματος αποσκοπεί στην όσο το δυνατόν ολοκληρωμένη μελέτη της συσκευασίας και εξετάζει τη συσκευασία, πέρα από την αισθητική της υπόσταση, ως μέσο προώθησης και εμπορικής καταξίωσης στη συνείδηση του καταναλωτή. Τα μαθήματα στοχεύουν στη ανάδειξη της λειτουργικότητας του σχεδιασμού που στηρίζει και διατηρεί ένα προϊόν, και του χαρακτήρα αυτού που δρα ως στοιχείο αναγνώρισης και προώθησης της ποιοτικής αξίας ενός προϊόντος.~~

#### Aim

Comprehensive design study of a series of packages governed by coherence and consistency. ~~The p~~Package as a vehicle beyond its functional and aesthetic ~~naturelevel~~, and also as a means of promoting trade and affirmation (branding) in the consciousness of the consumer.

~~Ολοκληρωμένη σχεδιαστική μελέτη μιας σειράς συσκευασιών που τη διέπει η συνοχή και η συνέπεια. Η συσκευασία, ως όχημα, πέρα από το λειτουργικό της και αισθητικό χαρακτήρα, αλλά και ως μέσο προώθησης και εμπορικής καταξίωσης (branding) στη συνείδηση του καταναλωτή.~~

~~Η αναγνώριση της ετερότητας των ρόλων της συσκευασίας που ενεργεί τόσο ως καθοριστικός παράγοντας μιας σχεδιαστικής λύσης και ως καταλύτης για την ανάπτυξη νέων ιδεών.~~

The treatment of packaging design not only as a functional and communicative tool, but also as a vehicle for ~~the~~ recognition and promotion of the commercial and qualitative value of a product.

~~Η αντιμετώπιση του σχεδιασμού της συσκευασίας όχι μόνο ως ένα λειτουργικό και επικοινωνιακό εργαλείο, αλλά και ως όχημα αναγνώρισης και προώθησης της εμπορικής και ποιοτικής αξίας ενός προϊόντος~~

#### 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 these appear in 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

- Ability to organize data
- Project design and management
- Criteria for selection, development, expression and performance of a project
- Design application of ideas
- Project development (analysis, research and individual selection)
- Personal awareness and reflection of the student
- Promoting free, creative and inductive thinking
- ~~Exercise~~ Criticism and self-criticism
- Communication composition and innovative ideas

- Δυνατότητα να οργάνωσης δεδομένων
- Σχεδιασμός και διαχείριση έργων
- Κριτήρια επιλογής, ανάπτυξης, έκφρασης και απόδοσης ενός έργου.
- Σχεδιαστική εφαρμογή των ιδεών
- Ανάπτυξη έργου (ανάλυση, η έρευνα και η ατομική επιλογή)
- Προσωπική ευαισθητοποίηση και προβληματισμό του φοιτητή
- Προαγωγή της ελεύθερης, δημιουργικής και επαγωγικής σκέψης
- Άσκηση κριτικής και αυτοκριτικής
- Επικοινωνιακή σύνθεση και καινοτόμες ιδέες

## • SYLLABUS

### Theoretical module

The dynamics of a package and the concept of "Branding". Diversification of products and their placement in the market. The development of ~~students~~ students' knowledge and skills ~~for students~~ to design a complete line of products or a single product. The identification and definition of criteria in perceptions of Brand (commercial product) and market behaviour towards it. The ecological dimension of a package and its prospective role.

~~Οι δυναμικές μιας συσκευασίας και η έννοια του "Branding". Η διαφοροποίηση των προϊόντων και η θέση αυτών στην αγορά. Η ανάπτυξη γνώσεων και ικανοτήτων των σπουδαστών να σχεδιάσουν μια ολοκληρωμένη σειρά προϊόντων ή ένα μεμονωμένο προϊόν. Η αναγνώριση και ο καθορισμός κριτηρίων στο τρόπο αντίληψης του "Brand" (εμπορικού προϊόντος) και η συμπεριφορά της αγοράς απέναντι σε αυτό. Η οικολογική διάσταση μιας συσκευασίας και ο μελλοντικός της ρόλος.~~

### Workshop module

Students are asked to design packages covering different product areas of the market, to apply their ideas in two-dimensional and three-dimensional form, and their spreads.

~~Οι σπουδαστές καλούνται να σχεδιάσουν συσκευασίες, που καλύπτουν διαφορετικά πεδία προϊόντων της αγοράς, να εφαρμόσουν τις ιδέες τους σε διδιάστατη και τρισδιάστατη μορφή καθώς και τα αναπτύγματα αυτών.~~

Study for a "Design Manual" for ~~all~~ the packages project created by the student during the course. The comprehensive and thorough presentation of the whole project as a guide for the design application by

other graphic designers.

~~Μελέτη και Σχεδιασμός για το «Εγχειρίδιο Σχεδιασμού» για το σύνολο των συσκευασιών που έχει δημιουργήσει ο φοιτητής κατά την ανάπτυξη του έργου στο μάθημα. Η Συνολική και εμπειριστωμένη παρουσίαση του όλου έργου ως οδηγός σχεδιασμού για την σχεδιαστική εφαρμογή από άλλους γραφίστες.~~

● **TEACHING and LEARNING METHODS – EVALUATION**

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Presentations on Power Point® / Acrobat® and video projections. Training on special software for packaging design Illustrator®, Photoshop®, 3D-Max®, etc.	
<b>TEACHING METHODS</b> <i>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 visits, project, essay writing, artistic creativity, etc.</i>  <i>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</i>	Activity	Semester workload
	Lectures – Tutorials – Workshop	40
	Research Stage	30
	Study & Analysis of Bibliography	10
	Elaboration of Design Study - Individual Work (Application of design, Creativity of design methodology, Quantity and quality of proposals)	50
	Final Presentation	20
	Course <del>total</del> <b>Total</b>	<b>150</b>
<b>STUDENT PERFORMANCE EVALUATION</b> <i>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.</i>  <i>Other specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<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.  <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%  <i>The evaluation criteria and the time schedule are posted from</i>	

	<p>the start of the course at the UNIWA e-class website. 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.</p> <p>All the modules-exercises have the grade percentage for the calculation of the final evaluation.</p>
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## • ATTACHED BIBLIOGRAPHY

### Greek sources

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### International Sources

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