

COURSE CONTENT

Course Code	DV2010
Course Title	Packaging Design
Pre-requisites	NIL
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This intermediary course will introduce you to principles and concepts related to packaging design, which you will then apply in the creation of a range of structural packaging design. This learning forms essential knowledge that prepares you for a professional career as a packaging designer.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe the principles, mechanics, and techniques of structural package design.
2. Develop design concepts, structures, images and design elements for the creation of innovative and sustainable package designs.
3. Apply graphic and typographic systems to the development of structural prototypes for optimum communication.
4. Present, evaluate and reflect on the functionality of the structural design and the effectiveness of product positioning and design communication.
5. Constructively discuss and critique packaging design concepts, structures and techniques employed by peers.

Course Content

In this course you will receive an overview of the essential packaging design basics, such as materials, structures, colour, imagery, product positioning, design communication and environmental concerns. You will explore the design of package structures and graphics, the processes of packaging systems, the specifications of materials, and the printing and production of packaging design. Emphasis is placed on developing solutions in relationship to marketing concepts and objectives for various products. In addition, design thinking, consumer and client research and marketing techniques will be addressed.

What is structural packaging design?

The course begins with discussion on the fundamentals and various types of packaging design. This include industry trends, packaging and production terminology, as well as sustainable/recycling practices.

Marketing and product positioning

Basic strategies and concepts of market research, product positioning and design thinking will be explored. This includes packaging branding and marketing, psychology of the consumer as it relates to packaging, package requirements, and the design thinking process. The aim of this section is to allow you to define client needs, assesses audience demographics, and explore the conditions affecting dimensional construction, point-of-purchase and display of packaged products.

Package design, layout and production

You will receive an introduction to the basics and principles of structural packaging design. This may include the study of basic packaging structure, paper selection, design formats, typography, graphic imagery, colour, and packaging material production.

Class assignments

You will experiment with structure, form, function, typography, balance, color, and other attributes to create a range of unique and effective packaging prototypes. Classes will include mini-lectures, demonstrations, and activities that may be included in the assessment.

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Continuous Assessment Package design review Design thinking process Product journey mapping User-centred research	1,2,4	--	20%	Individual
Final Project: Innovative packaging design series. Development: 30% Production: 30%	1,2,3,4	--	60%	Individual
Continuous Assessment Participation	5	--	20%	Individual
Total			100%	

Reading and References

1. DuPuis, Steven, and Silvia, John. *Package design workbook: the art and science of successful packaging*. Rockport Publishers, 2011.
2. Ellicott, Candace, and Roncarelli, Sarah. *Packaging essentials: 100 design principles for creating packages*. Rockport Publishers, 2010.
3. Jackson, Paul. *Structural Packaging: Design Your Own Boxes and 3D Forms*. Laurence King Publishing, 2012.
4. Jackson, Paul. *Folding Techniques for Designers: From Sheet to Form*. Laurence King Publishing; Mac Win Pa edition, 2011.
5. Klimchuk, Marianne, and Krasovec, Sandra. *Packaging design: successful product branding from concept to shelf*. Wiley & Sons, 2013.
6. Thompson, Rob. *Graphics and packaging production (the manufacturing guides)*. Thames and Hudson, 2012.
7. Pepin Press. *Basic packaging (structural package design)*. Pepin Press, 2010.
8. Pepin Press. *Complex packaging (structural package design)*. Pepin Press, 2010.
9. Pepin Press. *Fancy packaging (structural package design)*. Pepin Press, 2010.

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	Course LO	Readings/ Activities
1	Structural packaging design Overview of the key concepts of the	1	Introductory Lecture In-class discussion on the various

	course. This may include structural packaging design, inclusive design, sustainable design, and design thinking.		types of packaging design Assignment A: Package design review
2	What is packaging design? A review of the definition of packaging design, packaging and production terminology, as well as the role and the design elements of packaging design.	1, 4	Lecture: Overview of packaging design Discussion of Assignment A Class discussion, critique and feedback. Assigned Main Project: Design a range of structural packaging design
3	Intent of packaging design The history and evolution of package and packaging design. The industry trends, objectives and meanings of packaging design.	1, 4	Lecture: Intent of Packaging Design In-class exercise: Design thinking Assigned Assignment B: Design a product journey mapping.
4	What is user-centred design? Exploration of the concepts of user-centred design approach with case study. Designer packaging templates will be introduced.	1, 2, 4	Lecture: User-centred Design Discussion of Assignment B Individual discussion on the product journey mapping. In-class exercise: Packaging template exercise 01 Assigned Assignment C: Conduct a mini user-centred study
5	Demographic and product positioning – part 1 Basic concepts of client needs and assesses audience demographic (kids, teens, young adults). Exploration various aspects of packaging design, including useable spaces, graphics, styles, user experiences and dual functions.	1, 2, 4	Lecture: Demographic 01 Discussion of Assignment C Individual discussion on the user-centred study and planned interview. In-class exercise: Packaging template exercise 02
6	Demographic and product positioning – part 2 Basic concepts of client needs and assesses audience demographic (adults and mature adults).	1, 2, 3	Lecture: Demographic 02 In-class exercise: Packaging template exercise 03
7	Packaging and Branding Study the connection and impact of packaging and branding, with local and international case study.	1, 2, 3	Lecture: Packaging and Branding In-class discussion on impacts of branding on packaging design. In-class exercise: Packaging template exercise 04
8	Student Presentations	1, 2, 3, 4, 5	Students present, discuss and critique the initial package and design solutions.
9	Paper manufacturing and selection	1, 4	Talk: History, types and selection of

	Fieldtrip to paper company		paper
10	Project workshop Continuous review and feedback of main project through various stages of completion	1, 2, 3, 4, 5	Main project: Students in studio work. Continuous assessment and feedback throughout design and production.
11	Project workshop Continuous review and feedback of main project through various stages of completion	1, 2, 3, 4, 5	Main project: Students in studio work. Continuous assessment and feedback throughout design and production.
12	Project workshop Continuous review and feedback of main project through various stages of completion	1, 2, 3, 4, 5	Main project: Students in studio work. Continuous assessment and feedback throughout design and production.
13	Final Presentation	1, 2, 3, 4, 5	Student Presentations on main project with critique and feedback