COURSE SYLLABUS						
Course Title	**Course Code**	**Semester**	**Course Hour/Week**		**Credit**	**ECTS**
Principles of Packaging Design	INDD335	1	**Theory** 3	**Practice** 0	3	5
Course Type	**Compulsory Courses**	**Department Elective**	**Faculty Elective**	**University Elective**	**CoHE (YÖK) Compulsory**	**Other**
		x				
Level of Course	**Associate Degree (Short Cycle)**		**Undergraduate (First Cycle)**		**Graduate / Doctoral (Second / Third Cycle)**	
			x			

Language of Instruction	English

Course Instructor(s)	Instr. Mojtaba Karimnezhad	E-mail: mojtaba.nezhad@arucad.edu.tr Office:
Course Objectives	By the end of this course, students will: • Understand the role of packaging in product identity and marketing. • Learn how to analyze and evaluate packaging in relation to branding and consumer psychology. • Develop original packaging concepts that balance creativity, usability, and environmental considerations. • Apply design principles and technical skills using digital and manual methods. • Present and critique packaging prototypes professionally.	

Course Learning Outcomes	**Students To Do:**	**Teaching Methods**	**Evaluation Methods**
	Explain the role of packaging in branding, consumer psychology, and product identity.	Lectures, case studies, guided discussions.	Short quizzes, reflection responses.

	Analyze packaging examples in relation to sustainability, usability, form, and brand messaging.	Packaging analysis labs, critique sessions.	Analytical report, critique participation.
	Research, conceptualize, and design packaging solutions for real or hypothetical brands.	Studio projects, instructor feedback, peer review.	Concept development portfolio, interim design submissions.
	Integrate graphic, structural, and material choices effectively in packaging proposals.	Material exploration workshops, digital and manual prototyping sessions.	Final packaging design project, graphic layout file.s
	Use Adobe Illustrator and Photoshop to produce professional-level presentation layouts.	Software demonstrations, tutorial sessions, practice assignments.	Digital presentation boards, labeled dielines & mock-ups.
	Produce physical packaging prototypes demonstrating structural logic and visual cohesion.	Studio prototyping, supervised model-making.	3D prototype submission, studio critique.
	Reflect critically on the design process through verbal or written documentation.	Group critique discussions, design journaling.	Design rationale statement, self-evaluation submission.
Course Content	This course explores the principles, methods, and creative strategies of packaging design as a communication and branding tool. Students will analyze the relationship between form, function, material, and consumer experience while developing practical skills in designing packaging for various product categories. Emphasis is placed on sustainability, branding, and visual storytelling through packaging.		

COURSE OUTLINE/SCHEDULE			
Week	**Topic**	**Implementation (theory/practice)**	**Required Reading, Preliminary preparation**
1	Course introduction, overview, packaging design principles.	T	Gathering interesting real examples of products from around the world (power point presentation) minimum 10 examples.
2	Launch of package redesign project; research & product selection.	T	Begin research.
3	Understanding brand identity & target audience. Working on the project.	T	Moodboard submission.
4	Color, typography, and hierarchy in packaging. Working on the project.	T	Initial sketches.
5	Structural design & material exploration Working on the project.	T	Refine concepts.
6	Sustainability & usability considerations. Working on the project.	T	Prototype planning.

7	Studio session – mock-ups & structural testing.	T	Work-in-progress review.
8	Midterm critique – research, concepts, early prototypes. Midterm.	T	Work-in-progress review.
9	Feedback discussion and design development.	T	Progress updates.
10	Prototype development.	T	Assign mood board. Be prepared for doing sketches.
11	Visual presentation: graphics, labeling, and layout.	T	Bring design proposal boards and sketches.
12	Preparing packaging for final review.	T	Be ready for finishing.
13	Preparing packaging for final review.	T	Be ready for finishing.
14	Refinement & documentation.	T	Be ready for finishing.
15	Final adjustments & completion.	T	Be ready for finishing.
16	**FINAL EXAM**		

Required Course Material(s) / Reading(s)/ Text Book(s)	• Artmonsky, R., Harpley, S. (2019). *Wrapping it up : 50 years of British packaging design 1920-1970*. Call number: NC1002.P33 • George, L., W., & László, R. (2012). *The packaging designer's book of patterns*. Call number: TS195.4.R683 2012 • Lin, S. (2017). *Flexible packaging / edited & published by SendPoints* Publishing Co., Ltd. Call number: TS195.4.F56 2017
Recommended Course Material(s)/ Reading(s) /Other	• Ambrose, G., & Harris, P. (2017). *Packaging the brand: The relationship between packaging design and brand identity*. Bloomsbury Visual Arts. ISBN: 978-1350034228 • Klimchuk, M. R., & Krasovec, S. A. (2013). *Packaging design: Successful product branding from concept to shelf (2nd ed.).* Wiley. ISBN: 978-1118027066 • Müller, J. (2016). *Logo modernism*. TASCHEN. ISBN: 978-3836549429. • Taschen. (2018). *The package design book*. TASCHEN. ISBN: 978-3836555369

ASSESSMENT		
Learning Activities	**NUMBER**	**WEIGHT in %**
Mid-Term	1	40
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		

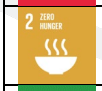
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL	2	100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES							
No	**PROGRAMME LEARNING OUTCOMES**	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Understand knowledge of industrial design principles, design methodologies, history, aesthetics, form & function and product development processes.					x
2	Explain the properties of materials, manufacturing technologies, and production methods used in industrial product design					x
3	Understand ergonomics, and user-centered design concepts in product development				x	
4	Understand sustainability principles, environmental impacts, and life-cycle considerations in industrial design			x		
5	Analyze design problems, user needs, and market requirements to develop appropriate product design solutions.					x
6	Generate creative product concepts using sketching, ideation techniques, and visual exploration methods.				x	
7	Develop product designs using digital tools, 3D modeling, and rendering software					x
8	Develop prototypes or models to evaluate product functionality, usability, and aesthetics.				x	
9	Communicate design ideas effectively through sketches, technical drawings, models, and professional presentations.			x		
10	Work effectively in multidisciplinary teams during product design and development processes.			x		

11	Manage design projects considering production constraints, market needs, and economic feasibility.			x		
12	Demonstrate professional responsibility, ethical awareness, and commitment to sustainable design practices.				x	

ECTS / STUDENT WORKLOAD				
ACTIVITIES	**NUMBER**	**UNIT**	**HOUR**	**TOTAL (WORKLOAD)**
Course Teaching Hour (X weeks * total course hours)	15	1	3	45
Preliminary Preparation and self- study	12	1	2	24
Mid-Term	1	1	25	25
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		35	35
Other				
TOTAL WORKLOAD				129
TOTAL WORKLOAD / 25				5,16
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
Plagiarism Disclaimer Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life. Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	x
	SDG 5: Gender Equality	x
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	x
	SDG 9: Industry, Innovation and Infrastructure	x
	SDG 10: Reduced Inequalities	
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	x
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	x
	SDG 16:Peace, Justice and Strong Institutions	

17 PARTNERSHIPS FOR THE GOALS	SDG 17:Partnership for the Goals	x

ASSESSMENT DETAILS AND EVALUATION CRITERIA:	
Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set by the University. Students are required to attend at least 70% of the classes. The maximum allowable absenteeism is 30%. Midterm: 40% Final: 60%	
PREPARED BY	Instr. Mojtaba Karimnezhad
UPDATED	September 2025.
APPROVED	