

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Packaging Design	VCDE306	VI	Theory 2	Practice 2	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	-	YES	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	
Language of Instruction		English				
Course Instructor	Assist. Prof. Dr. Mehdi Nourani		E-mail: <a href="mailto:mehdi.nourani@arucad.edu.tr">mehdi.nourani@arucad.edu.tr</a> Titan Building -TI OFF 18			
Course Objectives	<p>The objectives of a packaging design course are to provide students with a solid understanding of the fundamentals of packaging design, develop their creativity and ability to create effective packaging designs, and to teach them to apply design thinking principles in packaging design. The course also aims to enable students to integrate sustainable design principles into their packaging designs, and to understand the production and manufacturing processes of packaging. Additionally, students should be able to analyze packaging trends and case studies, communicate their design ideas, and collaborate effectively with cross-functional teams.</p> <p>By the end of the course, students should be able to develop a portfolio of packaging design projects that demonstrates their skills and design thinking process and showcases their ability to create value for clients and users. Overall, the course should provide students with the knowledge, skills, and competencies necessary to become effective packaging designers and prepare them for careers in the industry.</p>					
Course Learning Outcomes	<p>A packaging design course aims to provide students with the knowledge, skills, and competencies necessary to become effective packaging designers. By the end of the course, students should have a comprehensive understanding of the principles and elements of packaging design, as well as the ability to apply design thinking and creative problem-solving skills to develop effective and appealing packaging solutions. They should also be proficient in using design software and tools to create and refine packaging designs and have a critical eye for analyzing and evaluating packaging designs. Additionally, they should be able to integrate sustainability and eco-friendly design principles into their designs, understand the role of packaging in branding, marketing, and sales, and be able to effectively communicate their design ideas and present packaging designs to clients, stakeholders, and end-users.</p>					

	<p>The course should also help students develop collaboration skills and the ability to work in cross-functional teams. Finally, students should develop a portfolio of packaging design projects that demonstrates a range of design skills and techniques, as well as the ability to create value for clients and customers. Overall, the course should prepare students for careers in packaging design by providing them with a strong foundation of knowledge and skills, and enabling them to create designs that meet the needs of clients and users while aligning with best practices in the industry.</p>
<b>Course Content</b>	<ul style="list-style-type: none"> <li>• Taking brief and preparing de-brief for better communication with the client.</li> <li>• Preparing Dielines.</li> <li>• Composing both images and typography effectively on packaging designs.</li> <li>• Creating impressive visual effects on both images and typographic elements.</li> <li>• Creating effective 3D mock-ups for simulating the end product on the shelf.</li> <li>• Utilising icons and infographics for communicating obligatory informative text on packaging designs.</li> <li>• Learning basic information about some common packaging terminologies, packaging materials and their technical features.</li> <li>• Colour separation and print production techniques.</li> </ul>

<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementation (theory/practice)</b>	<b>Required Reading, Preliminary preparation</b>
1	<b>Introduction to Packaging Design</b> <ul style="list-style-type: none"> <li>• The role of packaging in branding, marketing, and sales</li> <li>• Overview of packaging design principles and elements</li> <li>• Introduction to packaging materials and production processes</li> </ul>	T/P	Klimchuk, Marianne R. & Krasovec, Sandra A. (2013). <i>Packaging Design</i> . N.J.: John Wiley & Sons, Hoboken.
2	<b>Design Thinking and Problem Solving</b> <ul style="list-style-type: none"> <li>• Introduction to design thinking and problem-solving techniques</li> <li>• Applying design thinking to packaging design</li> <li>• Identifying user needs and defining problem statements</li> </ul>	T/P	Soroka, W. (2018). <i>Fundamentals of Packaging Technology (6th ed.)</i> . Institute of Packaging Professionals.  Kim, S., & Lee, E. (2018). <i>Sustainable Packaging Design</i> . Springer.
3	<b>Typography and Layout</b> <ul style="list-style-type: none"> <li>• Fundamentals of typography and layout</li> <li>• Typography hierarchy and font selection</li> <li>• Layout principles and grid systems</li> </ul>	T/P	Klimchuk, Marianne R. & Krasovec, Sandra A. (2013). <i>Packaging Design</i> . N.J.: John Wiley & Sons, Hoboken.  Soroka, W. (2018). <i>Fundamentals of Packaging Technology (6th ed.)</i> . Institute of Packaging Professionals.
4	<b>Color and Shape</b> <ul style="list-style-type: none"> <li>• Color theory and color psychology</li> <li>• Using color to enhance packaging design</li> <li>• Shape and form in packaging design</li> </ul>	T/P	Kim, S., & Lee, E. (2018). <i>Sustainable Packaging Design</i> . Springer

5	<b>Sustainable Design and Materials</b> <ul style="list-style-type: none"> <li>• Introduction to sustainable design principles</li> <li>• Eco-friendly materials and packaging options</li> <li>• End-of-life considerations in packaging design</li> </ul>	T/P	Kim, S., & Lee, E. (2018). <i>Sustainable Packaging Design</i> . Springer
6	<b>Packaging Design for Different Industries</b> <ul style="list-style-type: none"> <li>• Case studies in packaging design for food and beverage, cosmetics, and consumer electronics</li> <li>• Trends in packaging design and emerging technologies</li> <li>• Developing packaging designs for specific industries and target audiences</li> </ul>	T/P	Klimchuk, Marianne R. & Krasovec, Sandra A. (2013). <i>Packaging Design</i> . N.J.: John Wiley & Sons, Hoboken. Soroka, W. (2018). <i>Fundamentals of Packaging Technology (6th ed.)</i> . Institute of Packaging Professionals.
7	Mid-Term Exam		
8	<b>Design Software and Tools</b> <ul style="list-style-type: none"> <li>• Introduction to design software and tools for packaging design</li> <li>• Techniques for rendering and prototyping packaging designs</li> <li>• Preparing technical specifications for manufacturers</li> </ul>	T/P	Klimchuk, Marianne R. & Krasovec, Sandra A. (2013). <i>Packaging Design</i> . N.J.: John Wiley & Sons, Hoboken. Soroka, W. (2018). <i>Fundamentals of Packaging Technology (6th ed.)</i> . Institute of Packaging Professionals.
9	<b>Presentation and Communication</b> <ul style="list-style-type: none"> <li>• Effective communication and presentation skills for packaging design</li> <li>• Creating mood boards and sketches to communicate design ideas</li> <li>• Presenting packaging designs to clients, stakeholders, and end-users</li> </ul>	T/P	Klimchuk, Marianne R. & Krasovec, Sandra A. (2013). <i>Packaging Design</i> . N.J.: John Wiley & Sons, Hoboken. Soroka, W. (2018). <i>Fundamentals of Packaging Technology (6th ed.)</i> . Institute of Packaging Professionals.
10	<b>Collaboration and Cross-Functional Teams</b> <ul style="list-style-type: none"> <li>• Collaborating with cross-functional teams, including marketing, sales, engineering, and manufacturing</li> <li>• Understanding stakeholder requirements and constraints</li> <li>• Incorporating feedback into packaging design projects</li> </ul>	T/P	Klimchuk, Marianne R. & Krasovec, Sandra A. (2013). <i>Packaging Design</i> . N.J.: John Wiley & Sons, Hoboken. Soroka, W. (2018). <i>Fundamentals of Packaging Technology (6th ed.)</i> . Institute of Packaging Professionals.
11	<b>Package Testing and Production</b> <ul style="list-style-type: none"> <li>• Introduction to package testing and quality control</li> <li>• Understanding production and manufacturing processes</li> <li>• Prototyping and testing packaging designs</li> </ul>	T/P	Klimchuk, Marianne R. & Krasovec, Sandra A. (2013). <i>Packaging Design</i> . N.J.: John Wiley & Sons, Hoboken. Soroka, W. (2018). <i>Fundamentals of Packaging Technology (6th ed.)</i> . Institute of Packaging Professionals.
12	<b>Packaging Regulations and Standards</b> <ul style="list-style-type: none"> <li>• Overview of packaging regulations and standards</li> </ul>	T/P	Klimchuk, Marianne R. & Krasovec, Sandra A. (2013). <i>Packaging Design</i> . N.J.: John Wiley & Sons, Hoboken.

	<ul style="list-style-type: none"> <li>Understanding labeling requirements and legal considerations</li> <li>Incorporating regulatory requirements into packaging design</li> </ul>		Soroka, W. (2018). <i>Fundamentals of Packaging Technology (6th ed.)</i> . Institute of Packaging Professionals.
13	<b>Portfolio Development and Review</b> <ul style="list-style-type: none"> <li>Developing a portfolio of packaging design projects</li> <li>Review and feedback on portfolio projects</li> <li>Strategies for presenting a portfolio to potential employers</li> </ul>	T/P	--
14	Review of student projects,	-	
15	Final Exam		

<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	<ul style="list-style-type: none"> <li>Klimchuk, Marianne R. &amp; Krasovec, Sandra A. (2013). <i>Packaging Design</i>. N.J.: John Wiley &amp; Sons, Hoboken.</li> <li>Soroka, W. (2018). <i>Fundamentals of Packaging Technology (6th ed.)</i>. Institute of Packaging Professionals.</li> <li>Kim, S., &amp; Lee, E. (2018). <i>Sustainable Packaging Design</i>. Springer.</li> <li>Paper &amp; Pencil</li> <li>Access to Adobe Creative CC</li> </ul>
<b>Recommended Course Material(s)/ Reading(s) /Other</b>	<ul style="list-style-type: none"> <li>Ellicott, C., Roncarelli, S., (2010). <i>Packaging Essentials</i>. Beverly: Rockport Publishers.</li> <li>Shaoqiang, W., (2009). <i>New Packaging</i>. Singapore: Page One Pub.</li> <li>Johansson, K., Lundberg, P. &amp; Ryberg, R. (2007). <i>A guide to graphic print production</i>. Hoboken, N.J: Wiley &amp; Sons.</li> </ul>

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term (Presentation)	1	40
Quiz & Tutorials	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Discussion	-	-
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	60
<b>TOTAL</b>		100

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOURLY	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	14		1	14
Mid-Term	1		25	25
Quiz	-		-	-
Assignment	-		-	-

Project				
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	
Final Examination/ Final Project/ Dissertation	1		30	30
Other	-		-	-
<b>TOTAL WORKLOAD</b>				125
<b>TOTAL WORKLOAD / 25</b>				5
<b>ECTS</b>				<b>5</b>

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES					
PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
	1	2	3	4	5
Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.					*
Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.					*
Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.				*	
Create an understanding of the impact and importance of visual culture in its diverse global forms.				*	
Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, along side the theoretical analysis of visual representation in its social context).					*
Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.			*		
Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.					*
Have an understanding of different eras of visual communication and its historical development.				*	
Work as a professional, maintaining high standards of practice and adapt to a rapidly changing environments and gain the ability to work in a team.					*
Understand visual cultures within a variety of past societies and contemporary and future design trends.					*
Develop the knowledge of below and above the line visual design in a commercial context.					*

<b>ETHICAL RULES WITH REGARD TO THE COURSE</b>
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**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 lives.

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.

Note: Maximum similarity level is 20% in written assessments.

**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 by the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is very important input for learning process for the students. It is also vital to understand the effect of creativity input for the production process of advertisement.

Note: 70% attendance to courses is compulsory. Health reports are belonging to 30% absenteeism right.

<b>PREPARED BY</b>	Assist. Prof. Dr. Mehdi Nourani
<b>UPDATED</b>	19.01.2024
<b>APPROVED</b>	