COURSE CONTENT

Course Code	DV5002 (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.