ACCF GDPK 390 PACKAGING DESIGN I

Course	Packaging Design I
Credits	3
Professor	Lorenzo Pofferi

Course Description	The course is aimed at providing students with the knowledge and technical-creative skills needed to express themselves as a professionals in the field of packaging. The course will prepare students for today's competitive market by building their knowledge of the historical, theoretical, practical and technical aspects of packaging, its function, meaning and the values it should convey to consumers. The course seeks to provide students with the tools and methodology to express themselves as designers and to create packaging that meets the requests of the client. Students will engage in creative and design activities of various types by addressing technical and multidisciplinary issues, oriented to understand the world of packaging in its various forms. Central themes of the course will be circular design and innovation.
Learning Objectives and Outcomes	At the end of the course the student will have learned: ● to design and develop packaging solutions for different market sectors and types. ● to use and apply different methodologies for the development and visual representation of packaging solutions. ● to research and apply materials to specific packaging solutions, with a focus on sustainability and circularity. ● to understand and manage all the phases of development of packaging, from concept to product. At the end of the course the student will be able to: ● design and represent packaging concepts with 3D modeling software. ● Illustrate and understand the 2D development of a packaging layout. ● use software and tools to develop and visualize packaging concepts. ● Analyze a specific target and find specific solutions.

	● Identify and apply specific materials for project objectives. ● Create high quality files to be produced in an industrial supply chain. ● understand and apply specific finishings and production techniques to meet a project's criteria.
Student Assessment	● Midterm: presentation of the projects and developments done, following class structure and instructions received. ● Final: presentation of a Process Book including all projects developed during the semester.
Minimum Essential Equipment	Notebook, tablet or other portable device, equipped with the following software: Adobe: Photoshop, Illustrator, Indesign.
Bibliography	1. V.Bucchetti, *Packaging design, storia, linguaggi, progetto*, Franco Angeli, 2016 2. P.Chong, *Interactive Packaging Design*, Design Media Publishing, 2019 3. G.Ambrose, P.Harris, *Manuale del Graphic Design*, progettazione e produzione, 2017, Zanichelli 4. L.Piergiovanni, S.Limbo, *Food Packaging*, Springer edizioni, 2010. 5. G.Ambrose, P.Harris, *Il manuale del packaging- come comuincare una marca e vendere un prodotto*, Zanichelli, 2016 6. D.Dabner, S.Stewart, E.Zempol, *Graphic Design*, 2018, Hoepli, C.Garofalo, F.Gallucci, M.Diotto, Manuale di Neuromarketing, Hoepli, 2021

Weekly Program:

Week 1	Historical roots of packaging Start Project 1
Week 2	Materials for packaging – cellulosic Review project 1
Week 3	Colour and visual identity of packaging Hand in project 1
Week 4	Materials for packaging – glass and ceramics Project 2
Week 5	3D visualization of packaging concept shapes and volumes Review project 2
Week 6	Materials for packaging – bioplastics and bioderived materials
Week 7	Label design, materials, finishings and print technologies

Week 8	Project 2 review Wrapped packaging, use and production
Week 9	Cosmetics packaging and importance of quality criteria Project 2 review
Week 10	Hand in Project 2 and presentation Technological innovation for packaging world
Week 11	● Luxury sector packaging ● materials and finishings ● Project 3
Week 12	● prototyping for packaging ● technologies and materials ● Review project 3
Week 13	Review project 3
Week 14	Review project 3
Week 15	Present and hand in project 3