

ACCF GDGD 590 PACKAGING DESIGN 2

Program	Three-year course in Graphic design
Course	Packaging Design 2
Credit	3
Professor	Walter Conti

Course Description	<p>This course will cover advanced concepts related to the definition and development of a packaging project. Students will study and research the protection, transportation and communication of products, with particular attention to materials and their best use and recycling.</p> <p>It will include principal technical and aesthetic characteristics of packaging, as well as how packaging is used to communicate ideas. Students will analyze creative processes and will develop and implement packaging projects.</p>
Learning Objectives and Outcomes	<p>At the end of the course, students will be able to:</p> <ul style="list-style-type: none"> ● Identify and define the specific parameters for packaging design ● Develop appropriate solutions to problems ● Perform a critical analysis of the proposed solutions and the effectiveness of the project ● Independently manage all steps of their work ● Correctly set up all the elements necessary for managing a packaging project ● Develop final solutions for projects through a succession of sketches and drafts ● Create a final draft of a product in various materials (ex: paper, glass, plastic and metal) ● Demonstrate the steps used to create a project in a full-text document with sketches, images, photos and text
Student Assessment	<p>The academic grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude may be awarded.</p> <p>The student's performance will be graded in thirtieths:</p> <ul style="list-style-type: none"> ● 5/30 correctness of the research carried out and interest in the subject ● 10/30 evaluation of midterm ● 15/30 quality and completeness of the projects and of the final Process Book presented

	<p>Cum Laude will be assigned on the following criteria: Special innovation and originality of works</p> <p>Assessed Soft skills:</p> <ul style="list-style-type: none"> • Oral expression and understanding of graphics culture <p>Assignments:</p> <ul style="list-style-type: none"> • Midterm: Completion of the first draft of the first paper project, including the prototype and the flat development of cardboard related to the packaging. • Final: Presentation of all the projects carried out and of a Process Book of collected images, drawings and texts that explain the design process for significant packaging project steps.
Minimum Essential Equipment	<p>Basic stationery (pencil, eraser, pencil sharpener, colored pencils, ruler and squares, glue and scissors)</p> <p>Notebook, tablet or other portable device, that is equipped with the following software: Adobe: Photoshop, Illustrator, Indesign.</p>
Bibliography	<p>“Packaging Design “(in the Portfolio Series) Paperback, Bill Stewart</p> <p>“The package design book”, 2022, Tashen, Julius Wiedemann</p> <p>“Best Practices for Graphic Designers”, Grip, Rockport Publisher 2013,</p> <p>“Cromorama”. Riccardo Falcinelli, Einaudi 2017</p> <p>“Structural Packaging” Paul Jackson, Laurence King Pub, 2012</p>

Weekly Program:

Week 1	Introduction to the course and syllabus, overview of the specificity of graphic design on packaging. Selection and analysis of real packaging products.
Week 2	Primary packaging (product), secondary packaging (multi-packs) and tertiary packaging (transport for multiple units of the product) Review of existing packaging, introduction to 1st cardboard packaging project.
Week 3	The paper cycle, composition, production, commercial formats and technological characteristics, physical and mechanical properties of this material. Review of 1st cardboard packaging project.
Week 4	<p>Il progetto grafico e cartotecnico, studio dei tagli e delle pieghe della carta, il disegno delle fustelle.</p> <p>Revisione e scelta idea finale packaging di un prodotto realizzato in cartone, Ricerca sul materiale carta e cartone.</p> <p>The graphics and cardboard project, study of paper cuts and folds, the design of dies/hollow punches.</p>
Week 5	Product protection, information and communication. Graphic review of the 1st project.
Week 6	Innovation, recycling, conventional signs and symbols. Technical review of the 1st project.

Week 7	Mid-term: the design and construction of the model / prototype on paper of the 1st project in cardboard.
Week 8	Introduction to glass, glass technology applied to packaging. centrifugal molding and blowing. Research on glass and on the subject of the second project.
Week 9	Regulations for brands and specific product information. Introduction of second packaging project - glass.
Week 10	Ergonomics of packaging, logistics of distribution of goods. Analysis of proposals for 2nd project.
Week 11	Rendering and dimensional drawings for glass containers. Revision of 2nd project ideas.
Week 12	Final drafting of the second project.
Week 13	Executive, graphic designs of glass packaging for the second project.
Week 14	Critical evaluation of collective projects and Process Books that accompany the presented projects.