

**ACCF GDPK 290S Packaging Design - Summer**

<b>Department:</b>	Graphic Design	
<b>Instructor:</b>	Walter Conti	
<b>Prerequisites:</b>	None	
<b>Credits:</b>	3	
<b>Course Objectives:</b>	This course aims to develop and complete the students' skills in research, development and graphic design of packaging.	
<b>Course Description:</b>	The course will include recent developments in packaging technology and the use of new materials and new types of product packaging. Students will learn about and research new ways of presenting products and will aim to create coherent and innovative design solutions in their projects.	
<b>Student Assessment:</b>	<p>Students will be assessed based on their:</p> <ol style="list-style-type: none"> <li>1. Analysis of the product.</li> <li>2. Proposed solutions for packaging and product protection needs using paper, glass, plastic and metal.</li> <li>3. Ability to communicate information via the product graphics.</li> <li>4. Graphic design and technical drawings of the project.</li> <li>5. Documentation of the project's development.</li> <li>6. Final evaluation of the executive work and the process book.</li> </ol>	
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. At the end of the course the student will be able to:</li> <li>2. Identify and define the specific parameters for packaging design;</li> <li>3. Develop appropriate solutions for problem-solving;</li> <li>4. Perform a critical analysis of the proposed solutions and of the effectiveness of the project;</li> <li>5. Autonomously manage all steps of the project;</li> <li>6. Create drawings on time and in the manner required;</li> <li>7. Graphically represent the project's concept and developmental phases.</li> </ol>	
<b>Course Outline:</b>	<b>Week</b>	<b>Topic</b>
	<b>Week 1</b>	Introduction to the course and delivery of the syllabus: problems of contemporary packaging; innovative and virtual packaging. Research instructions for paper, glass, plastic or metal packaging projects.

		Paper and metals in packaging: history, physical and chemical advantages, fields of application.
	<b>Week 2</b>	Paper, glass, plastic and metal technology applied to Packaging. Cutting, molding, tinfoil, rolling, pressing, stamping, etc. Ergonomics of packaging, logistics of distribution of goods. Analysis of first project packaging proposals. Production processes for paper, glass, plastic and metal.
	<b>Week 3</b>	The culture of recycling, sustainable packaging, recyclable and biodegradable materials. Final revision of lay-out and graphics for first packaging project.
	<b>Week 4</b>	Innovative packaging, new composite materials and technological materials. Regulations of brands and specific product information. Graphic applications on paper, glass, plastic and metal, relief printing, labels, screen printing, etc. Introduction to 2nd packaging project.
	<b>Week 5</b>	Technology manufacturing: thermoforming, bend and die cutting: plastic, glass and metal molding. Revision of graphic drawings, layout for 2nd packaging project. Innovative materials, films, multilayer composites.
	<b>Week 6</b>	Innovative materials, films, multilayer composites. Final evaluation of projects and "Process Book" that accompany the presented projects.
<b>Bibliography:</b>	<p>"Packaging Design "(in the Portfolio Series) Paperback, Bill Stewart ISBN: 978-1856695251</p> <p>"Thinking Green" Packaging Prototypes 3, Rotovision, Edward Denison &amp; Guang Yu Ren, 2001, ISBN: 9782880465605</p> <p>"Packaging Oggi" Laurence King Pub. 2009, Janice Kirkpatrick - Gaven Images ISBN: 978-1856696135</p> <p>"New Packaging Design" Laurence King Pub. 2009, Janice Kirkpatrick - Gaven Images ISBN: 978-1856696135</p>	