

Course Syllabus

1. **Program of Study:** Bachelor of Arts Program
(Communication Design)
Faculty/Institute/College: Mahidol University International College
2. **Course Code:** ICCD 456
Course Title: Package Design
3. **Number of Credits:** 4 (0-8-4) (Lecture-Lab-Self study)
4. **Prerequisite(s):** ICCD 241, ICCD 243, ICCD 245
5. **Type of Course:** Elective Course
6. **Trimester/Academic Year:** Trimester XXX / Year 3
7. **Conditions:** Enrollment cap: 20 students
8. **Course Description:**

Elective course focusing on package design as a vital and particular area of communication design, involving form, structure, materials, color, imagery, typography and product information. Examination of how packages contain, protect, transport, dispense, identify and distinguish the product. Project assignments involving students in problem-solving various aspects of package design, while considering of the relationship between package design and related fields, such as branding, advertising and information graphics.
9. **Course Objectives:**

After successful completion of this course, students will be able to:

 - 9.1 Understand and discuss history of and current trends in package design.
 - 9.2 Approach problems of package design with informed understanding, and develop creative and functional solutions.
 - 9.3 Apply fundamental aspects of design theory and method to increasingly complex problems.
 - 9.4 Understand the relationship between package design and other design sub-fields, such as branding, advertising and information graphics.

10. Course Outline

Week	Topics	Hours			Instructor
		Lec	Lab	IS.	
1	<p>Introduction to the course Lecture : Principles of packaging design / Packaging design brief In class : Group and individual workshop to brainstorm on design inspirations Where do ideas come from? -Table of ideas -Mind map Assign project 1: Existing packaging redesign (brick carton) Individual research : 2-3 items of brick cartons with different products each</p>	0	8	4	Asst.Prof. Pimpramote U.
2	<p>Lecture : Packaging design samples on a variety of ideas and presentation techniques In class : Working on project 1 -Packaging design brief, a refinement of table of ideas or mind map in form of documents -Variety of thumbnail sketches with instructor support (emphasis on numbers of sketch design and their varieties)</p>	0	8	4	Asst.Prof. Pimpramote U.
3	<p>Lecture : Packaging design process Instruction of workshop: How to form a paper model of a carton In class : Design development on 3D structure with instructor support -Form 3D structure of a carton -Create graphic design on each panel Discussion and critique on students' works Individual research : analyse elements of graphic design on different panels of the carton with the product that the student chooses as his or her project</p>	0	8	4	Asst.Prof. Pimpramote U.
4	<p>Project 1 due Final presentation of project 1 Discussion and critique on students' works Lecture : Graphic design on package, the case study on a Corporate Identity (CI) system Assign project 2: CI for packaging design In class : Group and individual workshop to</p>	0	8	4	Asst.Prof. Pimpramote U.

	brainstorm on design inspirations ; table of ideas or mind map Individual research : Examples of existing packaging with the students' targeted products				
5	Lecture : Folding carton In class : Workshop 1 - Paper folding - Paperboard folding -Packaging folding for project 2 : Workshop 2 -Packaging design brief, a refinement of table of ideas or mind map in form of documents -Variety of thumbnail sketches with instructor support (emphasis on numbers of sketch design and their varieties)	0	8	4	Asst.Prof. Pimpramote U.
6	Lecture : Design positioning & Unique Selling Point (USP) In class : Design development on 3D structures and graphics of project 2 with instructor support Discussion and critique on students' works	0	8	4	Asst.Prof. Pimpramote U.
7	Project 2 due Final presentation of project 2 Discussion and critique on students' works Assign project 3: Product line packaging In class : Group and individual workshop to brainstorm on design inspirations ; table of ideas or mind map Individual research : Examples of existing packaging with the students' targeted products	0	8	4	Asst.Prof. Pimpramote U.
8	Lecture : Eco packaging In class : Working on project 3 -Packaging design brief, a refinement of table of ideas or mind map in form of documents -Variety of thumbnail sketches with instructor support (emphasis on numbers of sketch design and their varieties)	0	8	4	Asst.Prof. Pimpramote U.
9	Lecture : Packaging design case study In class : Design development on 3D structures and graphics of project 3 with instructor support Discussion and critique on students' works	0	8	4	Asst.Prof. Pimpramote U.
10	Lecture : Universal packaging design In class : Working on design development of project 3	0	8	4	Asst.Prof. Pimpramote U.

	In process critique of draft prototype				
11	Project 3 due Final displayed presentation of project 3 Discussion and critique on students' works	0	8	4	Asst.Prof. Pimpramote U.
12	Final Exam				
Total		0	88	44	

11. Teaching Methods

- 11.1 Lecture
- 11.2 Group discussion and critique session
- 11.3 Self-study

12. Teaching Media

- 12.1 PowerPoint presentation
- 12.2 Supplementary handouts
- 12.3 Presentation of images and samples
- 12.4 Visual references

13. Measurement and Evaluation of Student Achievement

Students will demonstrate their ability to:

- 13.1 Understand and discuss history of and current trends in package design.
- 13.2 Approach problems of package design with informed understanding, and develop creative and functional solutions.
- 13.3 Apply fundamental aspects of design theory and method to increasingly complex problems.
- 13.4 Understand the relationship between package design and other design sub-fields, such as branding, advertising and information graphics.

Student achievement will be evaluated by means of:

Project 1	15%
Project 2	20%
Project 3	30%
Attendance	10%
Research and presentation	20%
In class activity	5%
Total	100%

Student achievement will be graded according to College and University standard using the symbols A, B+, B, C+, C, D+, D and F.

Students must have attended at least 80% of the total class hours of this course.

14. Course Evaluation

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. References

Briston, J.H.,and Neill, T.J. *Packaging Management*. Essex : Gower Press Limited, 1972.

Harckham, Arthur W. *Packaging Strategy : Meeting the Challenge of Changing Times*.

Pensylvania : Technomic Publishing Company, Inc., 1989.

Mason, D. *Experimental packaging*. Switzerland : Rotovision, 2001.

Van Roojen, P. *Special packaging: structural package designs*. Amsterdam, TheNetherlands : The Pepin Press, 2004.

Meyers, Herbert M., and Lubliner, Murray J. *The Marketer's Guide to Successful Package Design*. Illinois : NTC Business Books, 1988.

Groth, C. *Exploring package design*. Clifton Park, NY : Thomson Delmar Learning, 2006.

Klimchuck, M. R., &Krasovec, S. A. *Packaging design: successful product branding from concept to shelf*. Hoboken, NJ : John Wiley & Sons, Inc., 2006.

Stem, Walter. *Handbook of Package Design Research*. Canada : John Wiley & Sons, Inc., 1981.

Stewart, Bill. *Packaging as an Effective Marketing Tool*. 2nd ed. London : Kogan Page Limited, 1996.

16. Instructor

Lect. Asst.Prof.Pimpramote Urairong

17. Course Coordinator