

Course Title	Package Design				
Course Code	GRD325				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	3 rd Year / 6 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	This course will introduce students to the package designing for mass production. Students will have the opportunity to apply the principles of package design in their own projects and learn about the technology used to design and produce packages. In addition, they will apply the corporate and brand identity principles in their package designing and use their advertising skills to produce adverts to promote their packages.				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> • Demonstrate a practical understanding of the design processes applied for packaging design. • Identify and understand the needs of specific target audiences so as to create more successful package design graphics. • Apply effectively type and image in three-dimensional containers. • Produce innovative and functional packaging design solutions. 				
Prerequisites	GRD305, GRD300		Co-requisites	None	
Course Content	<p>During the course, the students will study the following thematic areas:</p> <ul style="list-style-type: none"> - Package function usage. - Materials used in packaging design - Properties and features – cost evaluation. - Product characteristics: solid, liquid and consumable. - Practical Needs: Restriction, restraint, protection, information, storage, icons, transportation. - Aesthetic values: presentation, reinforcement, visual enticing, visual, tangible communication. - Identifying the target market. - Adjust typography, images, materials in the three-dimensional form. - Packaging production technology. 				
Teaching Methodology	Lectures				

	<p>Work in Groups</p> <p>Individual Tutoring</p> <p>Critiques</p> <p>Independent learning</p> <p>Software Tutorials</p> <p>Presentations</p>								
Bibliography	<p><u>English bibliography:</u></p> <ul style="list-style-type: none"> - Pentawards, The Package Design Book 2, Taschen. - Pentawards and Julius Wiedemann, The Package Design Book 5, Taschen. - Steven DuPuis and John Silva, Package Design Workbook: The Art and Science of Successful Packaging, RockPort. <p><u>Greek bibliography:</u></p> <ul style="list-style-type: none"> - Norman Donald A., Σχεδιασμός των αντικειμένων της καθημερινότητας, Κλειδάριθμος. 								
Assessment	<table border="1"> <tr> <td>Major Project</td> <td>40%</td> </tr> <tr> <td>Assignments</td> <td>50%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table>	Major Project	40%	Assignments	50%	Class Participation and Attendance	10%	Total	100%
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Language	English								