

Design Studio II: Packaging design

Week	Class Activities
1	history and description of packaging
2	information, usage, attention, differentiation, distribution, environment
3	durable consumer products, fast moving consumer goods
4	packaging for cosmetics and health care products
5	packaging for foods - assignment 1
6	packaging for fashion products and accessories
7	packaging for multimedia and cultural products
8	materials and technologies - assignment 2
9	paper and paperboard technologies
10	bottles and jars - glass packaging technologies
11	beverage cans - assignment 3
12	plastic packaging technologies
13	signs, icons, label and tags - assignment 4
14	graphic design: color, photography, logo, layout, print
15	filling, sealing, testing
16	Implementation
17	final presentation

Credits: 2

Prerequisites:

- Design Studio I
- Geometry II

Recommended Readings:

- What is Packaging Design?, Giles Calver
- 50 trade secrets of great design packaging, Stafford Cliff
- The Big Book of Packaging Prototypes, E. Denison, R. Cawthray
- Paper and Paperboard Packaging Technology, Mark J. Kirwan
- Forms, Folds and Sizes, Aaris Sherin, Poppy Evans
- Packaging Design, Farzan Kermani-Nezhad

Download:

- Packaging Design - part I ; (123 KB)