

Study Programme: Applied Arts and Design (module: Graphic Design)
Course Unit Title: Packaging Design I
Course Unit Code: OP2303
Name of Lecturer(s): Nikola Berbakov, Vanja Todorić, Stefan Ilić, Luka Prstojević, Nikola Popović
Type and Level of Studies: Undergraduate academic studies
Course Status (compulsory/elective): Compulsory
Semester (winter/summer): Winter and summer
Language of instruction: English
Mode of course unit delivery (face-to-face/distance learning): Face-to-face
Number of ECTS Allocated: 6
Prerequisites: None
Course Aims: Acquaintance of students with the basic functions of packaging and the importance of packaging design for storage, transportation and placement of products on the market. Acquiring basic knowledge through designing simple forms of packaging, working on modern computer software, familiarization with materials and technologies in serial production. Familiarization with cardboard packaging, forms, production technology and the possibilities of cutting and bending different types of materials. Standardization of types and systems of forming cardboard boxes, solving constructive problems, practical work with visits to a specialized workshop.
Learning Outcomes: Ability of students to create simple forms, application of graphic solutions on labels, covers and boxes. Developing the perception of the importance of packaging design through the analysis of selected works and innovative solutions on the domestic and foreign markets. Training and application of basic knowledge acquired through practical work and visits to a specialized workshop. Acquiring the skills of cutting and bending different types of paper and cardboard materials. Independent creation of constructive solutions and familiarization with more complex forms of folding boxes and collective packaging.
Syllabus:
<i>Theory</i>
Introductory lectures on the basic functions of packaging, materials, manufacturing methods and design solutions. Getting to know simple forms of packaging. Analysis of previously realized works, as well as examples from domestic and foreign literature.
Getting to know the basic types of folding boxes. A series of lectures on cardboard packaging. Visit to the printing house and familiarization with the production technology. Standardization of constructive solutions and methods of formation.
<i>Practice</i>
1. Paper wrapper
- Graphic solution of paper packaging for a series of products
- Three different, stylistically uniform solutions of the same format
- Concept development, sketches, consultations
- Creating a mockup, creating a presentation in PDF format

- Collective analysis of the task - colloquium

2. Tetrapak

- Graphic solution of tetrapak packaging for a series of products
- Three different types of tetrapak packaging: tetra brik, tetra rex and tetra wedge
- Concept development, sketches, consultations
- Creating a presentation in PDF format
- Collective analysis of the task - colloquium

3. LP cover

- Graphic solution of cover and label for LP record
- Students work according to the given constructive solution
- Concept development, sketches, consultations
- Creating a presentation in PDF format
- Collective analysis of the task - colloquium

4. A box of tubes

- Graphical and constructive solution of the simple form of a folding box
- Stylistically uniform graphic solutions for a series of three products, identical in form
- Concept development, sketches, consultations
- Creating a mockup, creating a presentation in PDF format
- Collective analysis of the task - colloquium

5. Box tray

- Graphic and constructive solution of a folding box with a lid
- Packaging for one product with an inner tray
- Concept development, sketches, consultations
- Creating a mockup, creating a presentation in PDF format
- Collective analysis of the task - colloquium

6. Tailored box

- Graphic and constructive solution of a folding box adapted to the shape of the product
- Collective packaging and labels for a series of products
- Concept development, sketches, consultations
- Creating a mockup, creating a presentation in PDF format
- Collective analysis of the task - colloquium

Required Reading: Akabane, N., *Encyclopedia of Paper*, PIE Books, Japan, 2008.

Calver, G., *What Is Packaging Design*, Rotovision, UK, 2004.

Fishel, C., *The Power Of Paper In Graphic Design*, Rockport Publishers, New York 2002.

Rivers, C., *CD-ART*, Rotovision, UK, 2004.

Roncarelli, S. & Ellicott, C., *Packaging Essentials: 100 Principles for Package Design*, Rockport Publishers, New York, 2010.

Weekly Contact Hours: 2

Lectures: 1

Practical work: 1

Teaching Methods: Lectures, exercises and consultations

Knowledge Assessment (maximum of 100 points): 100

Pre-exam obligations

points

Final exam

points

Active class participation	30	Presentation of practical work	30
Practical work	30		
Preliminary exam(s)	10		
Seminar(s)			
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			