

Packaging Design and Display

Programme course

6 credits

Förpackningsdesign och exponering

TNGD33

Valid from: 2019 Spring semester

Determined by

Board of Studies for Computer Science
and Media Technology

Date determined

2018-08-31

Main field of study

Graphic Design and Communication

Course level

First cycle

Advancement level

G2X

Course offered for

- Graphic Design and Communication, Bachelor's Programme

Specific information

The course may not be included in the degree together with TNGD16.

Exchange students; The course is only available to exchange students within the area of Graphic Design and Communication.

Prerequisites

Brands and value creation (TEAE15), Design, application and communication(TNGD43), Market communicative design project (TNGD45), Document production and publication

Intended learning outcomes

The aim of the course is to provide knowledge and understanding of brand communication through packaging and brand exposure in terms of its products, services and packaging in various types of environments such as stores, campaigns and trade fairs. The course develops and applies methods for packaging design and retail exposure.

After completing the course, the student should be able to:

- provide examples and assess the effect of brand communication through packaging and exposure of packaged brands in relevant environments,
- explain and apply relevant design methods and production techniques for the most common types of packaging,
- produce, review and evaluate concepts and prototypes for brand communication through packaging in different environments,
- evaluate packaging from an economic, environmental and ethical perspective.

Course content

The theoretical framework of the course comprises:

- Brand communication through packaging
- Exposure of products, services and packaging in stores and similar environments
- Design methods for packaging, including conceptualization and prototype creation
- Production techniques for packaging including construction, materials and production
- Different analysis and evaluation methods for packaging design

The practical features of the course include:

- Design concepts and strategies
- Construction and prototyping of both physical and digital models

Teaching and working methods

The teaching is organized in lectures, study visits, laboratory work, tutorials and project work.

Examination

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|------|---------------------|-----------|------------|
| TEN1 | Written Examination | 1 credits | U, 3, 4, 5 |
| UPG1 | Assignments | 4 credits | U, 3, 4, 5 |
| LAB1 | Lab Assignments | 1 credits | U, G |

Grading: Fail/3,4,5. Final grade is calculated as a weighted average. 0.5 rounded upwards.

Grades

Four-grade scale, LiU, U, 3, 4, 5

Department

Institutionen för teknik och naturvetenskap

Director of Studies or equivalent

Camilla Forsell

Examiner

Tobias Trofast

Education components

Preliminary scheduled hours: 58 h

Recommended self-study hours: 102 h

Course literature

Other