

# Packaging Design and Display

Programme course

6 credits

Förpackningsdesign och exponering

TNGD33

Valid from: 2021 Spring semester

**Determined by**

Board of Studies for Computer Science  
and Media Technology

**Date determined**

2020-09-29

## Main field of study

Graphic Design and Communication

## Course level

First cycle

## Advancement level

G2X

## Course offered for

- Bachelor's Programme in Graphic Design and Communication

## 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

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

## Other information

### About teaching and examination language

The teaching language is presented in the Overview tab for each course. The examination language relates to the teaching language as follows:

- If teaching language is Swedish, the course as a whole or in large parts, is taught in Swedish. Please note that although teaching language is Swedish, parts of the course could be given in English. Examination language is Swedish.
- If teaching language is Swedish/English, the course as a whole will be taught in English if students without prior knowledge of the Swedish language participate. Examination language is Swedish or English (depending on teaching language).
- If teaching language is English, the course as a whole is taught in English. Examination language is English.

### Other

The course is conducted in a manner where both men's and women's experience and knowledge are made visible and developed.

The planning and implementation of a course should correspond to the course syllabus. The course evaluation should therefore be conducted with the course syllabus as a starting point.

## Department

Institutionen för teknik och naturvetenskap

## Director of Studies or equivalent

Camilla Forsell

## Examiner

Tomas Törnqvist

## Education components

Preliminary scheduled hours: 58 h

Recommended self-study hours: 102 h

## Course literature

### Other