

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM
Bachelor of Design, Department of Design
Year III, Semester VI

L	T	P	C
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Course Code	CDPR 323E
Course Title	Packaging Design

Course Learning Outcomes (CLO):

At the end of the course the student will

1. Develop packaging with the requisite form and function for various commodities and consumer goods
2. Create graphics for packaging and understand brand-storytelling techniques through the knowledge of visual semiotics
3. Demonstrate understanding of visual communication strategies and materials for effective packaging design

Syllabus:

Teaching hours: 105

UNIT 1: Introduction to Packaging Design

Teaching hours: 35

- 1.1 Samples and case-studies of good and innovative packaging design
- 1.2 Form, function and aesthetics of graphics for packaging
- 1.3 Industry visits to get oriented with materials, packaging development through pre-production and post-production stages, print technology on different kinds packaging

UNIT 2: Process and visualization

Teaching hours: 35

- 2.1 Brand identity research, market study and survey
- 2.2 Concept explorations for developing a sensory experience using colour, typography and form
- 2.3 Surface and pattern design along with printing techniques
- 2.4 Information hierarchy and visualization

UNIT 3: Packaging Design Prototype

Teaching hours: 35

- 3.1 Layout and drafting of the packaging
- 3.2 Final Prototype of Packaging Design
- 3.3 Document submission

Suggested Readings:

1. *Packaging Design: Successful Product Branding from Concept to Shelf* BY Marianne Klimchuk and Sandra A. Krasovec (Publisher: John Welly & sons Inc).
2. *50 Trade Secrets of Great Design: Packaging by Stafford Cliff* (Rockport Publishers)
3. *Printing Matters: The Cutting Edge of Print* by Victionary

w.e.f. Academic year_2019 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit