

**NIRMA UNIVERSITY**  
**INDUSTRIAL DESIGN PROGRAMME**  
**Bachelor of Design, Department of Design**  
**Year III, Semester V**

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<b>Course Code</b>	<b>IDPR 311</b>
<b>Course Title</b>	<b>Packaging Design</b>

**Course Learning Outcomes (CLO):**

At the end of the course the student will:

1. Develop packaging solutions for commodities and/or consumer goods
2. Build brand prominence of a company through packaging
3. Draft the technical grids and the requisite packaging structures
4. Develop ideational sketches and CAD renderings of packaging concepts based on the given brief
5. Demonstrate knowhow on various types of packaging materials, manufacturing processes and technologies involved and the statutory information required by law

**Syllabus:**

**Teaching hours: 90**

**UNIT 1: Introduction to Packaging Design**

**Teaching hours: 24**

- 1.1 Introduction to Packaging and types of packaging design
- 1.2 Samples and case-studies of good and innovative packaging designs
- 1.3 Study of different packaging materials and its properties, their application, tools and production methods in use
- 1.4 Exploration/recreation of an existing packaging solution
- 1.5 Industry visits

**UNIT 2: New Packaging Design Solutions**

**Teaching hours: 30**

- 2.1 Articulation of a Design brief based on a hypothetical or real-life context
- 2.2 Brand research, market study and survey of the selected product category
- 2.3 Concept explorations of design ideas, renderings, mock-ups and computer modeling
- 2.4 Design development of proposed structural solutions and visual branding propositions

**UNIT 3: Developing the Prototype of the Design Solution**

**Teaching hours: 36**

- 3.1 Layout and drafting of the packaging
- 3.2 Final prototype of the proposed Packaging Design
- 3.3 Development of a system of packaging for the category of product
- 3.4 Communication on the packaging and documentation

**Suggested Readings:**

1. *Packaging Design: Successful Product Branding from Concept to Shelf* by Marianne Klimchuk and Sandra A. Krasovec, Publisher: John Wiley & Sons Inc., 2013
2. *Structural Packaging: Design Your Own Boxes and 3-D Forms* by Paul Jackson, Publisher: Laurence King Publishing, 2012
3. *50 Trade Secrets of Great Design: Packaging* by Stafford Cliff, Rockport Publishers, 2002