Design for Packaging

2025–26 / 200935

Credits: 6 ECTS
Language: English
Contact Hours: 45 Hours

Course Description

This course introduces the tools necessary for conceptualizing and developing comprehensive packaging projects. Packaging is one of the most relevant branches of contemporary design not only for practical reasons, since almost all products going to the market require a package that protect them and preserve their quality, but also from a conceptual point of view, since it is the complex crossroads of highly demanding technical requirements and exciting opportunities for communicating the values of the products and their brands to the public.

In this course students will learn to communicate —both formally and graphically— the attributes of a product and the placement of a brand. The goal is to understand the factors affecting production and selection of a package for a specific product, its possibilities and materials with an sustainable aproach.

Modules

→ Market Research
→ Design an observation & sustainable strategy
→ Comprehension of a trademark & user needs
→ Definition of the Product structure & needs
→ Learn, use & develop Design sustainable & innovation techniques
→ Results analysis & interpretation
→ Identify opportunities
→ Define a packaging design briefing content
→ Design proposals
→ Transform 'needs' into a shape/design proposal
→ Create a mock-up.

Learning Objectives / Outcomes

The course aims to provide students with the tools and knowledge to complete a packaging design process. At the completion of the course, students will be able to:

→ Develop any packaging design process successfully.
→ Demonstrate an understanding of the packaging market, as well as client and user needs.
→ Demonstrate an ability to analyze trade mark values and to communicate them by mea

Requirements

Research & Analysis essays, Project (definition & development), Final presentation. At the end of the course students will make a public presentation of their Project Proposal using posters, mock ups and a document explaining the design process including references.

Teaching Method

The course will be a combination of lecture, guided market analysis, teamwork, and hands-on application.

Grading

10% attendance to class
20% commitment and participation in class discussion
30% design process
40% design outcomes

Students will have to complete all the parts included in the grading weights and earn at least a 5/10 in each part.

Bibliography

→ STEWART, Bill: Packaging design. London: Laurence King, 2007.
→ STEWART, Bill: Packaging design strategy. Surrey: Pira International, 2004.
→ MORGAN, Conway Lloyd: Design for packaging. New York: Watson-Guptill Publications, 1997.
→ SONSINO, Steven: Packaging design: graphics, materials, technology. London: Thames and Hudson, 1990.
→ SATAFFORD, Cliff: The Best in Specialist Packaging Design. Geneva: Rotovision, 1993.