

NIRMA UNIVERSITY

Institute:	Institute of Design
Name of Programme:	Bachelor of Design in Industrial Design
Course Code:	IDPR 314E
Course Title:	Packaging Design
Course Type:	(<input type="checkbox"/> Core/ <input type="checkbox"/> Value Added Course/ <input type="checkbox"/> Departmental Elective/ <input checked="" type="checkbox"/> Institute Elective/ <input type="checkbox"/> University Elective/ <input type="checkbox"/> Open Elective Any other)
Year of introduction:	2019

Credit Scheme

L	T	Practical component				C
		LPW	PW	W	S	
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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:

Total Teaching hours: 105

Unit	Syllabus	Teaching hours
Unit-I	Introduction to Packaging Design: 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	24
Unit-II	New Packaging Design Solutions 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	30

Unit-III **Developing the Prototype of the Design Solution**

- 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
- 36**

Unit-IV **User Testing**

- 4.1 Testing for Structural Strength and durability
 - 4.2 Trials of Use in Contextual situations
 - 4.3 Making changes in the Proposed packaging solution
 - 4.4 Making Final Prototype
- 15**

Self Study:

Suggested Readings/ References:

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

Suggested List of Experiments:

Suggested Case List: