

NIRMA UNIVERSITY

Institute:	INSTITUTE OF DESIGN
Name of Programme:	BACHELOR OF DESIGN
Course Code:	3DD302ME26
Course Title:	Packaging Design
Course Type:	<input type="checkbox"/> Core/ <input type="checkbox"/> Value Added Course/ <input type="checkbox"/> Departmental Elective/ <input type="checkbox"/> Institute Elective/ <input type="checkbox"/> University Elective/ <input checked="" type="checkbox"/> Open Elective / Any other
Year of introduction:	Academic Year 2026-27

L	T	Practical component				C
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Course Learning Outcomes (CLO):

At the end of the course, the student will be able to:

1. Comprehend fundamental design principles to create functional and visually appealing packaging. BL1
2. Translate brand identity and values into packaging designs that effectively communicate a product's unique selling points to a target audience. (BL3) BL3
3. Analyze consumer psychology and market trends to design packaging that influences purchasing decisions and enhances product visibility. BL4
4. Evaluate and select appropriate materials, production techniques, and printing processes to ensure the technical feasibility and practicality of designs. BL4
5. Integrate sustainability principles by utilizing eco-friendly materials and innovative solutions that reduce environmental impact. BL6

Content:

Total Teaching hours: 120 Hrs

Units	Content	Teaching hours
Unit 1	Introduction to Packaging Design <ul style="list-style-type: none"> • Role of packaging in product ecosystems • Evolution of packaging: protection to persuasion • Types of packaging: primary, secondary, tertiary • Focussing the Functions of packaging: protection, containment, communication, convenience • Overview of packaging categories: food, FMCG, pharmaceutical, consumer goods • Introduction to packaging design process and workflows • Packaging for Transportation & Logistics, Packaging Hierarchy • Nature Inspired Packaging Design • Packaging and Sustainability 	18 Hrs
Unit 2	Structural Packaging & White Mockups	24 Hrs

	<ul style="list-style-type: none"> • Fundamentals of structural packaging, focussed on understanding nets, folds, locks, flaps, and closures • Paperboard White mock-ups as thinking tools types and grammage selection • Structural stability and ergonomics • Scale, proportion, and material behaviour 	
Unit 3	Brand Communication & Visual Language in Packaging <ul style="list-style-type: none"> • Brand identity and packaging alignment • Typography for packaging: readability, hierarchy, regulations for Information hierarchy and label architecture • Graphic layout systems for packs considering the Colour psychology and material-colour interaction • Legal and mandatory information on packaging 	24 Hrs
Unit 4	Industrial Application & Final Execution <ul style="list-style-type: none"> • Packaging materials: paper, board, plastics, glass, composites considering the aspects of sustainable packaging principles • Introduction to Printing processes and finishes, Manufacturing constraints and tolerances • Integrating structure, graphics, and material in Brand storytelling through packaging. • Producing Advanced mock-up making with real materials 	54 Hrs
Self-Study		
Suggested Readings/References	Books <ol style="list-style-type: none"> 1. Klimchuk, M. R., & Krasovec, S. A. (2013). <i>Packaging Design: Successful Product Branding from Concept to Shelf</i> (2nd ed.). Wiley. 2. Pentawards. (2024). <i>The Package Design Book 8</i>. Taschen. 3. IDP Direct. (2024). <i>Packitecture: Premium Packaging Design Book of Structures</i>. IDP Direct. Online Resources <ol style="list-style-type: none"> 1. Die line – Packaging Innovation & Insight – The leading source for contemporary packaging trends, case studies on "no-trace" sustainability, and annual design award winners. 2. The Packaging School – Packaging Science & Technology – 100% online curriculum focusing on materials (polymers, glass, metal), distribution, and sustainable design certification. 3. Packaging of the World (POTW) – Creative Design Archive – A curated global gallery that allows students to search for inspiration by material type, product category, and specific substrate. 4. Packdora – 3D Structural Mockup Tool – An industry-standard platform for generating precise die-lines and realistic 3D renders for structural project dummy development. 	

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	*Packdora. (2025). 3D Packaging Design and Structural Mockup Generator. https://www.packdora.com/
Suggested field visits	Field visits as per the Design Brief

