

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Paper and Packaging Design Studies and Practice
Name of the subject in English:	Paper and Packaging Design Studies and Practice
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-PACDSG-05-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The aim of the course is that the students during their packaging and graphic design tasks should take into account the preparation and the industrial scale reproduction of the intellectual property (plan). Learn about the applied materials related to a specific topic, their processing, the possibilities and limitations of reproduction in printing and other manufacturing technologies. In Semester 3rd, we offer students a basic understanding of the contemporary social, economic, creative industrial, environmental and information-technological contexts of graphic design, how they function, and how they relate to the profession.

SUMMARY OF THE CONTENT OF THE SUBJECT

Within the framework of the course through practical assignments, students can experience and learn the communication strategy, the structure of the visual concept, global design, creation of image identity.

With these global tasks students learn how to set up a visual strategy for a target group, contemporary packaging design, formal expectations of a product. Carry out a unified and harmonious graphic, typographic, illustrative communication. The course syllabus built up from a set of increasingly complex tasks to accommodate complexity of the ever-increasing expectations of current trade forums, trends and traditions. All technical presentation is followed by a design task allowing students to practice, learn what they have learned about the essence packaging design and get the idea of important professional encounters, the expectations, their possibilities, via both positive and negative examples.

Full presentation of a task consist of collecting material, sketches, design, building a mock-up and full documentation of the project. All phases of creative work of students is monitored by continuous consultations.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Full presentation of a task consist of collecting material, sketches, design, building a mock-up and full documentation of the project. All phases of creative work of students is monitored by continuous consultations.

The first task is preparation of bio fragrance, air freshener products packaging, which is focused primarily practical, functional design, in terms of the visual concept and form, as well as graphical and typographical appearance where playfulness, usability, simplicity plays a major role. The products storage, transport and protection serves as a practical focus, and the opening-closing solution of the package, and is suitable for mass production furthermore

absolutely environmentally friendly. With the focus on NO Waste, we should also aim for a secondary function, reuse, recycling, which focuses on not producing waste. The main factor is merchantability, so a complete finished product should be presented with documentation and models at the end.

The second task is graphic, typographic and formal design of a premium product in two package-size in line with the new brand image. The first step is to design a new, elegant, fresh logo or emblem. The visual concept to be exclusive, tastefully attractive, decorative, elegant, and also fine humor, gag, some directness can be applied. Two packs should be planned, a canned good pack and a special selection pack. Two packings of the same visual concept should be built, as mutations in different sizes, depending on the ratio. The packages should be illustrative, typographically perfect, formally unique, combined with an interesting material that matches the style. During the task we will experience the importance, the possibilities and the message of the use of colours, the content of the text, the need for typography (including Braille), the meaning of illustrative elements.

EVALUATION OF THE SUBJECT:

The tasks are described in detail on Coospace, with the creation of task scenes.
List of practical tasks required to fulfil the term requirements of the practical class:
Presentation of the documentation and 3D models on the practical exam

Conditions for completing the course, assessment criteria:

Regular attendance in class and the completion of extra-curricular activities are a prerequisite for receiving a grade. A presentation of the semester portfolio is required for grading.

Criteria for grading:

- class activity, attendance, consultation
- thoughtfulness, quality, validity of the work produced, plans
- independent work, invention
- content, documentation and quality of the presentation
- timely completion of assignments

Evaluation, rating:

91-100%: excellent

76-90%: good

61-75%: satisfactory

51-65%: pass

0-50%: fail

Components of the half-year grade (with optional sub-items, individually identifiable percentages):

1. Professional, practical knowledge (30%)

Using tools

Use of software

Workflow planning

2. Theoretical knowledge (15%)

Research

Lexical knowledge

Problem raising

Conclusions

3. Creative skills (30%)

Individual creativity

Innovative thinking

Vocation

4. Soft skills (25%)

Cooperation

Contributing skills

Flexibility

Communication

Presentation

Communication during workflows

Self-assessment

The evaluation is based on the completed work and the documentation and oral report presenting it on unpacking.

The student receives a grade and an oral assessment, and self-reflection exercises take place during the semester.

OBLIGATORY READING LIST:

- Airey, David: *Identity designed : the definitive guide to visual branding*. Victionary, 2014
- Sher, Peter: *Branding and the visual response : How a brand turns into visual identity*. Brandguide universe, 2021
- Conway Lloyd Morgan: *Packaging Design (design brief – finished project)*, RotoVision SA, London, 1997
- H. DENT, Andrew – SHERR, Leslie: *Material Innovation: Packaging Design*, Thames and Hudson, London, 2015
- Ibbotson, Tony – Chong, Peng: *ECO Packaging Now*, Images Publishing, Australia, 2016
- Stuart Tolley: *The new simplicity in graphic design*, Thames and Hudson, London, 2016
- Bann, David: *The All New Print Production Handbook*, RotoVision SA, Switzerland, 2006
- GENGLI, Lin – SHIJIAN, Lin – LI, Sundae: *Packaging Materials*, SendPoints Publishing Co., 2015