

Teaching guide

IDENTIFICATION DETAILS

Degree:	Design		
Field of Knowledge:	Arts and Humanities		
Faculty/School:	Communication Science		
Course:	PACKAGING		
Type:	Optional	ECTS credits:	6
Year:	3	Code:	1565
Teaching period:	Sixth semester		
Area:	Industrial		
Module:	Areas of Creation		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

The design of packaging arises from the need to protect and communicate food and other objects created by man. A package design process includes aspects of identity, structural design, ergonomics, marketing, graphic design, materials and ecological factors. Its development involves a visual and technical challenge that helps communicate the identity of an organisation's brand.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To develop students' creative capacity based on firm theoretical and practical foundations allowing them to raise, solve and present design problems in a unique, original manner.

To form designers capable of working in the experimental field, using basic aesthetic tools, such as drawing and colour treatment, along with the latest technological tools applied to graphic design, audio-visual design, space design and other techniques specific to this field.

To provide students with a broad overview of the world of design through a familiarity with all its different disciplines, thereby taking full advantage of the synergies and creative resources shared by various professionals in this field.

To train students to work as independent, self-sufficient professionals on design projects.

To teach students to give explanations, arguments and defence for their projects at university level and in a professional setting when dealing with customers or other design professionals.

Specific skills

To design and make models and prototypes.

To gain a basic understanding of cost management and work organisation techniques.

To analyse conditioning factors and define criteria.

To acquire usability assessment methods.

To acquire a basic knowledge of construction and material technology, and to acquire production techniques.

To acquire a basic understanding of manufacturing.

To acquire an ability to assess uses and functions.

To develop the capacity for independent work.

To develop an ability to cooperate in conjunction with other design disciplines.

To acquire aesthetic taste.

Comprender la necesidad del packaging; atendiendo a su historia y cómo ha cambiado en la actualidad

Inmersión en la disciplina, el qué, el cómo y el porqué del packaging.

Entender las diferentes necesidades que las marcas abordan con el diseño de sus envases

El interlocutor entre el diseño y la marca es el departamento de marketing, aprender las nociones básicas sobre marketing, hablar el mismo lenguaje, para interactuar con este departamento mediante el entendimiento mutuo.

Si entendemos el marketing, entenderemos sus necesidades, y así el packaging ayudará en la creación,

desarrollo y consecución del éxito en un proyecto.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours