



COURSE INFORMATION FORM

		SEMESTER		FALL		
COURSE CODE	141315017	COURSE NAME	PACKAGE DESIGN			

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
6	2	2	0	3	5	Elective/Required	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
		3	2	

EVALUATION CRITERIA			
ASSESSMENT		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam	Project	40
FINAL		Project	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	None
BRIEF CONTENTS	Package features , purpose, significance , history and need for packing, product design examples and characteristics, Psychological effects of color in packaging, target audience and design principles, package surface and form relationships, box varieties, and selection of materials, Irregular shapes, mold of the cutting tool, alternative surface forms, stickers and labels in packaging, their types and importance, packaging caps, design practices and models
COURSE OBJECTIVES	<ul style="list-style-type: none">Teaching the relationship between the product and packageTeaching the characteristics of packagesTeaching the basics of package design applications
CONTRIBUTION TO VOCATIONAL EDUCATION	<ul style="list-style-type: none">Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.Ability to recognize the design techniques and technology and to identify their differences, applications and methods.Ability to understand and practice the design process, its steps, and production techniques.
LEARNING OUTCOMES	<ul style="list-style-type: none">Knowledge on the relationships of characteristics of the product and package design.Ability to design a three-dimensional packageAbility to select suitable materials for package
TEXTBOOK	<ul style="list-style-type: none">MEYERS, M. Herbert (2003) <i>Başarılı Ambalaj</i>, Rota yayıncılık, İSTANBUL
REFERENCES	
MATERIALS	



Eskişehir Osmangazi University College of Art and Design
Visual Communication Design Department

WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Course introduction, subject and project descriptions
2	Package features , purpose, significance , history and need for packing
3	Product design examples and characteristics
4	Psychological effects of color in packaging, target audience and design principles
5	Package surface and form relationships, box varieties, and selection of materials
6	Design practices using computer programs
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Irregular shapes, mold of the cutting tool; alternative surface forms
10	Stickers and labels in packaging, their types and importance.
11	Packaging Caps
12	Design process and evaluation
13	Determination of original sketches, coloring and presentation of work on the model .
14	Design practices and models
15-16	FINAL EXAMS

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.		x	
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.		x	
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.		x	
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.			x
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.			x
6	Ability to understand and practice the design process, its steps, and production techniques.			x
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.		x	
8	Ability to utilize various artistic and industrial production techniques.			x
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.		x	
10	Awareness for the protection of nature and the environment as well as eco-design,			x
11	Ability to prepare social responsibility projects in order to raise design awareness.	x		

LECTURER	SIGNATURE	DATE
Y. Doç. Dr. Şirin ŞENGEL		23.03.2015