



UNIVERSITI TEKNOLOGI MARA

GDG544: PACKAGING DESIGN AND SUSTAINABILITY

Course Name (English)	PACKAGING DESIGN AND SUSTAINABILITY APPROVED
Course Code	GDG544
MQF Credit	3
Course Description	The aim of this course is to introduce the importance of packaging design in branding. Elements of branding play an important role in packaging industry in order to sell a product. Elements of branding and sustainability will assist to create a good visual communication for packaging design. Students will learn about surface and structure design and match the appropriate sustainable material for the products. Distribution and storage aspects will also be introduced as well as a touch on costing. They will also be exposed to the printing of labels and packaging and this will be achieved through field research and visits to the industry. This course will be significant for the brand building of SMI – SME's products in Malaysia.
Transferable Skills	Transferable skills in terms of understanding the concept of packaging and storage technology and to apply relevant technique to solve problem in the packaging design.
Teaching Methodologies	Lectures, Studio, Case Study, Presentation, Supervision, Project-based Learning
CLO	<p>CLO1 Grasp general knowledge and understand the concept of packaging, storage technology, sustainability and to apply relevant techniques to solve problems in the design and development process for packaging products.</p> <p>CLO2 Develop appropriate branding and packaging for a given product and communicate it effectively to the target audience.</p> <p>CLO3 Attain competency in surface design and transforming it into structural design or Dimensional Construction through the application of graphic design and material (sustainable). (2D-to 3D) Generate their creative and analytical thinking skills in crafting the combined end product packaging and below the line promotional items.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction to Branding 1.1) N/A	
2. 2. Branding a Product 2.1) N/A	
3. 3. Product Packaging 3.1) N/A	
4. 4. Sustainable Packaging 4.1) N/A	
5. 5. Graphics and Promotion 5.1) N/A	
6. 6. 3 Dimensional & Material 6.1) N/A	
7. 7. Labels 7.1) N/A	
8. 8. Legal Requirements 8.1) N/A	

9. 9. Design Implementation 9.1) N/A
10. 10. Packaging Printing Process and Technologies 10.1) N/A
11. 11. Design Progress - Mock-Up 11.1) N/A
12. 12. Finishing Artwork 12.1) N/A
13. 13. Design Presentation 13.1) N/A
14. 14. Design Presentation 14.1) N/A

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Refer project brief	20%	CLO1
	Assignment	Refer project brief	40%	CLO2
	Final Project	Refer Final project brief	40%	CLO3
Reading List	Recommended Text	<ul style="list-style-type: none"> • Wendy Jedlicka 2008, <i>Packaging Sustainability</i>, Wiley [ISBN: 9780470246696] • Peng Chong, <i>Interactive Packaging Design</i> [ISBN: 9781912268535] • Julius Wiedemann, Pentawards, <i>The Package Design Book</i> [ISBN: 3836555522] • Andrew H. Dent, Leslie Sherr 2015, <i>Material Innovation</i>, Thames and Hudson Ltd [ISBN: 0500291977] 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			