



UNIVERSITI TEKNOLOGI MARA

GDG574: PACKAGING DESIGN AND PRODUCTION

Course Name (English)	PACKAGING DESIGN AND PRODUCTION APPROVED
Course Code	GDG574
MQF Credit	3
Course Description	The aim of this course is to introduce the students the importance of branding in packaging design. Elements of branding play an important role in packaging industry in order to sell a product. Elements of branding will assist to create a good visual communication for packaging design. Students will learn about surface and structure design, and match the appropriate 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, Tutorial, Discussion, Presentation
CLO	<p>CLO1 Grasp general knowledge understand the concept of packaging and storage technology 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 Understand the audience and social implications.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. IntroductioA to Branding 1.1) n/a	
2. Branding a Product 2.1) n/a	
3. Product Packaging 3.1) n/a	
4. Graphics and Promotion 4.1) n/a	
5. 3 Dimensional 5.1) n/a	
6. Materials 6.1) n/a	
7. Continuous Assessment 7.1) n/a	
8. Research Proposal 8.1) n/a	
9. Labels 9.1) n/a	
10. Legal Requirements 10.1) n/a	

11. Design Implementation 11.1) n/a
12. Packaging Printing Process and Technologies 12.1) n/a
13. Design Progress - Mock-Up 13.1) n/a
14. Finishing Artwork 14.1) n/a

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	30%	CLO2
	Assignment	n/a	30%	CLO1
	Final Project	n/a	40%	CLO3
Reading List	Recommended Text	<ul style="list-style-type: none"> • Landa,R 2006, <i>Designing Brand Experiences</i>, Thomson Delmar Learning USA • Mono 2005, <i>Branding: From brief to finished solution</i>, Page One Publishing Private Limited Singapore • Schrubbe-Potts,E 2000, <i>Designing Brands: Market Success Through Graphic Distinction</i>, Rockport Publisher USA • Anholt, A, 2003, <i>Brand New Justice, The Upside of Global Branding</i>, London.Braun, T, • Foster,J 1986, <i>How to Get Ideas</i>, Berrett-Koehler Publisher, CA USA 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			