

Course Unit	Option I - Packing		Field of study	Design	
Bachelor in	Art and Design - Minor in Visual Arts		School	School of Education	
Academic Year	2022/2023	Year of study	3	Level	1-3
Type	Semestral	Semester	1	Code	9898-661-3104-01-22
Workload (hours)	135	Contact hours	T -	TP 18	PL 20
			TC -	S -	E -
			OT 16	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Jacinta Helena Alves Lourenço Casimiro da Costa

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understands the aesthetic and functional historical evolution of packaging;
2. Master the structural and communicative components in packaging design;
3. Knows and adapts the specificity of the materials to the different structural and communicative objectives of the packaging;
4. Develops packaging projects oriented to different functions.

Prerequisites

Before the course unit the learner is expected to be able to:
No prerequisite required.

Course contents

1 - History and functions of the packaging; 2 - Packaging materials, processes and structures; 3 - visual communication of the packaging; 4 - Packaging design methodologies and techniques.

Course contents (extended version)

1. History and functions of the packaging;
2. Packaging materials, processes and structures;
3. Visual communication of the packaging;
4. Packaging design methodologies and techniques.

Recommended reading

1. ABELLAN, Miguel (2012) Eco Packaging Design. Monsa. Barcelona;
2. AMBROSE, Gavin; HARRIS, Paul (2011) Packaging the Brand – Exploring the relationship between packaging design and brand Identity. Bloomsbury Publishing Plc. ;
3. DUPUIS, Steven (2008) Package Design Workbook. Rockport Publishers Inc. ;
4. ROBERTSON, Gordon L. (1993) Food Packaging: principles and practice. Marcel Dekker: New York;
5. Mestriner Fabio (2002) Design de Embalagem: curso básico. Makron Books. São Paulo.

Teaching and learning methods

1 - Exposure of theoretical contents; 2 - Launch of proposals of theoretical, individual and / or group work; 3 - Follow up and criticism on the development of the works; 4 - Analysis and public discussion on the final result of the theoretical papers presented.

Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final)
 - Projects - 65%
 - Presentations - 20%
 - Development Topics - 15%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
 - Practical Work - 40% (Theoretical practical work proposal with the respective technical report and oral presentation.)
 - Projects - 60% (Nº. 4 art. 7 of the Freq. and Eval. Regulations. Classification obtained in continuous evaluation.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Jacinta Helena Alves Lourenço Casimiro da Costa	Helena Maria Lopes Pires Genésio	António José Santos Meireles	Carlos Manuel Costa Teixeira
14-12-2022	15-12-2022	23-01-2023	29-01-2023