

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