

25827 - Packing and Packaging

Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	271 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS	5.0
Course	
Period	Second Four-month period
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The general approach of the course are Project Based Learning and experiential learning .
The course will focus on the development of a real-life project , in which students will have to design the packaging of a product , using the tools and content that will be presented during it.

5.2.Learning activities

1. Lectures

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Theoretical sessions are taught weekly and they will explain the basic concepts of the subject.

2. **Project work**

Students will have to carry out a real-life project that will put into practice all the contents, and which will consist in the design of a packaging. This work is done by groups of between 4 and 6 people.

3. **Mentoring of project work**

Each group will meet with a learning supervisor each week. In this session the supervisor is responsible for the follow-up of each project and the questions raised by the students.

4. **Oral defense of the project**

It consists of an oral presentation of the results of the project. At the end of the presentation, teachers will ask the students about the work.

5.3. Program

The program for the theoretical sessions is the following:

Introduction to packaging.

Briefing and design requirements in packaging.

Packaging communication.

Materials.

Manufacturing in packaging.

Logistics.

Sustainability in packaging design.

5.4. Planning and scheduling

A detailed calendar with the planning of the learning activities will be delivered to students at the beginning of the course.

5.5. Bibliography and recommended resources

BIBLIOGRAFIA RECOMENDADA

25827 - Packing and Packaging

- BB** Packaging / Scott Boylston Ed. Laurence King publishing Ltd, 2009
- BB** Cervera Fantoni, Ángel Luis. Envase y embalaje : la venta silenciosa/ Ángel Luis Cervera Fantoni . - 2a. ed Madrid : ESIC, 2003
- BB** Rosner, Marianne. Packaging Design / Marianne Rosner, Klimchuk and Sanda A. Krasovec Ed. John Wiley & Sons, Inc., 2012