Course code: **15-WZR-EMS-PD-SP5** **Plan position:** ……

A. INFORMATION ABOUT THE COURSE

B. Basic information

Name of course	**GENERAL DESIGN - PACKAGING DESIGN**
Field of studies	INDUSTRIAL DESIGN
Level of studies	FIRST CYCLE
Profile of studies	PRACTICAL
Form of studies	FULL-TIME STUDIES
Specialty	-
Unit responsible for the field of studies	FACULTY OF DESIGN
Name and academic degree of teacher(s)	Dr. Szymon Saliński
Introductory courses	-
Introductory requirements	Basic knowledge related to design in the area of Industrial Design and directions of technological development.

C. Semester/week schedule of classes

Semester	Lectures (W)	Auditorium classes (Ć)	Laboratory classes (L)	Project classes (P)	Seminar (S)	Field classes (T)	Number of ECTS points
Winter				60			4

2. LEARNING OUTCOME

No.	Learning outcomes description	The reference to the learning outcomes of specific field of study	The reference to the learning outcomes for the area
KNOWLEDGE			
W1	Student has advanced and in-depth knowledge related to design in the area of Industrial Design and related disciplines: Interior, Visual Communication, Exhibition and Urban Design.	K_W01	P6S_WG
W2	Student knows and studies publications, understands the development and history of design achievements in the field of Industrial Design and has knowledge of contemporary trends in the development of art, Industrial Design and Architecture.	K_W03	P6S_WG
W3	Student demonstrates an understanding of the impact of the development of civilization and cultural processes on the present day	K_W09	P6S_WG
SKILLS			

U1	Student is capable of conducting an analysis of human needs and behavior as an individual, functioning in specific conditions and a specific environment.	K_U01	P6S_UW
U2	Student is able to define design problems in the field of Industrial Design resulting from the observation of the needs of both the individual and society, and to realize his own design concepts in the field of Industrial Design concerning the broadly understood human environment.	K_U02	P6S_WG P6S_UW
U3	Student has the ability to make independent decisions about the method of project implementation and is able to choose the right technique for the communication and implementation of the project task.	K_U05	P6S_UW
U4	Student is able to respond by design to the user's needs, considerations of function, material and technology, and to plan and carry out an evaluation of the basic properties of engineering materials.	K_U09	P6S_UW
SOCIAL COMPETENCES			
K1	Student understands the need to communicate with the mass media in term of information and opinions on the achievements in technology and design. Participates in activities to preserve the cultural heritage of the region, country, Europe.	K_K05	P6S_KO P6S_KR

3. TEACHING METHODS

A. Traditional methods used ***

project exercises, demonstration, discussion, lecture

B. Distance learning methods used ***

Synchronous method (classes conducted in a way that ensures direct interaction between the student and the teacher in real time, enabling immediate flow of information, the method can be used only if it is provided for in the study plan for a given cycle of education):
e.g. remote lecture in the form of videoconference, remote discussion, etc.

Asynchronous method used as an auxiliary (a method that does not ensure direct interaction between the student and the teacher in real time, used only as an auxiliary / complementary method):

e.g. online educational videos, online multimedia presentations, etc.

4. METHODS OF EXAMINATION

Design preparation

5. SCOPE

Project	The aim of the course is to develop in students an informed, creative and compatible method of designing packaging of various groups of goods. The student will be prepared to create a full creation of product packaging - design the structure with compatible graphic development. The topics to be implemented have functional loads in the form of various requirements. Above all, however, they are directed at stimulating creative invention and building design prowess. The aim of the classes is to draw attention to the role of packaging and attempt to place it in the context of broader processes. The student should design with reference not only to the needs of the consumer, but also to the needs of the

	manufacturer and the trader. The design creation of form must be based not only on the student's artistic vision, but also on the foundations of scientific knowledge. The current criteria for artistry in the sphere of packaging design are based on the combination of aesthetics and functionality. The consciousness of both the creator and the viewer is evolving and interpenetrating each other. Designed objects are intended to encourage not only registration in the visual sphere, but also to satisfy functional needs. The traditional dogmas of aesthetics are becoming less and less relevant. Today, the viewer increasingly wants to know and understand rather than just intuitively feel. Tracing the life cycle of packaging, one can distinguish the various requirements that an object must meet at different stages of existence. Packaging should have certain functions and meet the requirements that are placed on it. These mainly cover the areas of marketing, ecology, logistics and usability. Adapting packaging to meet the requirements of production, storage and transportation are formal necessities that are required for any design process. Therefore, it is important to teach students a broader perception of design needs, especially the changing market and the world of visual communication. In this class, students will be able to gain knowledge of the practical process of creating packaging, which is a fundamental part of the branding process. The classes will cover topics related to the packaging design process, production process, material requirements, warehousing, analysis of consumer needs, preparation for printing and aesthetic context. A presentation of the existing state of the packaging market will also be given, providing students with a form of inspiration and a pretext for informed analysis.

6. METHODS OF VERIFICATION OF LEARNING OUTCOMES

LEARNING OUTCOME	Form of assessment					
	Oral examination	Written exam	Colloquium	Project	Credit	……
W1 - W3					x	
U1 - U4					x	
K1					x	

7. LITERATURE

Basic literature	1.TECHNIKA OPAKOWAŃ. Podstawy, Materiały, Procesy wytwarzania., Anne Emblem i Henry Emblem, PWN (2014) 2. Design. Historia wzornictwa, Penny Sparke, Arkady 2012 3. Opakowanie jako instrument marketingu, Hales C., Polskie Wydawnictwo Ekonomiczne, 1999 4. Czym jest Projektowanie Opakowań?, Giles Calver, ABC Dom Wydawniczy, 2009 5. Projektowanie opakowań, Stewart Billy, PWN, 2009 6. Czym jest wzornictwo Podręcznik projektowania, Laura Slack ABC Dom Wydawniczy, 2007 7.Pierwsza pomoc w typografii (wyd. 3), Hans Peter Willberg

	Friedrich Forssman , Biblioteka Typografii, 2015 8. Typografia, Ambrose Gavin, Harris Paul, Wydawnictwo Naukowe PWN, 2008
Supplementary literature	Indywidualnie dobierana w zależności od problematyki z jaką student się styka podejmując temat projektowy, często konsultowana ze specjalistami innych dziedzin z zakresu technologii i materiałoznawstwa.

8. TOTAL STUDENT WORKLOAD REQUIRED TO ACHIEVE EXPECTED LEARNING OUTCOMES EXPRESSED IN TIME AND ECTS CREDITS

Student's activity		Student workload– number of hours
Classes conducted under a direct supervision of an academic teacher or other persons responsible for classes	Participation in classes indicated in point 1B	60
	Supervision hours	10
Student's own work	Preparation for classes	10
	Reading assignments	5
	Other (preparation for exams, tests, carrying out a project etc)	15
Total student workload		100
	Number of ECTS points	4