



**FAKULTI TEKNOLOGI DAN KEJURUTERAAN**

<b>PROGRAM</b>	<b>DIPLOMA IN GRAPHIC DESIGN</b>
<b>COURSE NAME</b>	<b>PACKAGING DESIGN</b>
<b>COURSE CODE</b>	<b>DGL 4013</b>
<b>CREDIT HOUR</b>	<b>2</b>
<b>SYNOPSIS</b>	In this lesson, students'll learn about foundation types of 3D packaging and important design principles for create effective packages, including product type, composition, visibility, consistency, shape, and audience.
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<b>MODULE 1: Perspective on Packaging</b> 1.1 Demographic Workshop: Part One 1.2 A Definition Of Packaging 1.3 The Historical Evolution Of Packaging And Packaging Materials 1.4 The Industrial Revolution And Packaging 1.5 Growth Of Modern Packaging Roles 1.6 The Modern Packaging Industry
<b>2</b>	<b>MODULE 2: Package Development Process</b> 2.1 Management of the 2.2 packaging function 2.3 Project Scope and 2.4 Objectives 2.5 The package development 2.6 Process 2.7 The package design brief 2.8 Specifications
<b>3</b>	<b>MODULE 3: Market Research</b> 3.1 Why perform market studies 3.2 Market study tools 3.3 Broad based studies 3.4 Focused studies 3.5 Updating persona through market research
<b>4</b>	<b>MODULE 4: Introduction to Printing and Printing Methods</b> 4.1 Preparing the artwork, prepress proofing 4.2 Package printing methods and printing presses 4.3 Line art, color selection and Pantone Matching System 4.4 Halftone art, screens and screen sizes 4.5 Process art, patterns 4.6 Color bleeds, trap, special colors



5	<b>MODULE 5: Lithography</b> 5.1 Nature and production of the printing plate 5.2 Configuration of the printing station 5.3 Advantages and limitations of lithography 5.4 Principal packaging applications of lithography
6	<b>MODULE 6: Gravure</b> 6.1 Nature and production of the printing plate 6.2 Configuration of the printing station 6.3 Advantages and limitations of gravure 6.4 Principal packaging applications of gravure
7	<b>MODULE 7: Labels and Labelling</b> 7.1 The functions of a label 7.2 Types of labels 7.3 Label forms 7.4 Label materials 7.5 Affixing labels
8	<b>MODULE 8: Paper And Paperboard</b> 8.1 Fiber sources and fiber quality 8.2 Furnish make-ups 8.3 Fourdrinier and cylinder-type paper machines 8.4 Machine direction and cross direction 8.5 Coatings, calendaring and other treatments 8.6 Paper characterization 8.7 Paper and paperboard grades and applications
9	<b>MODULE 9: Folding Cartons</b> 9.1 General paperboard construction classes 9.2 General design considerations 9.3 Tube-style folding cartons: basic designs and variations



	<p>9.4 Tray-style cartons: basic design and variations</p> <p>9.5 Dimensioning, grain direction</p> <p>9.6 Die-boards and paperboard cutting and creasing</p> <p>9.7 Folding carton manufacture</p> <p><b>9.8 Set-up boxes, designs, applications and limitations</b></p>
<b>10</b>	<p><b>MODULE 10: Corrugated Boxes</b></p> <p>10.1 Regular slotted container (RSC) production and styles</p> <p>10.2 Die cut container production and style examples</p> <p>10.3 Bliss box styles</p> <p>10.4 Decorating by direct printing (post printing)</p> <p>10.5 Preprint, litho labeling and litho laminating options</p> <p>10.6 Scoring allowances</p> <p>10.7 Dimensioning corrugated containers and pads</p> <p>10.8 General industry tolerances</p> <p>10.9 Wax and other treatments</p>
<b>11</b>	<p><b>MODULE 11: Protective Packaging</b></p> <p>11.1 Understanding g factors</p> <p>11.2 Damage boundary curves</p> <p>11.3 cushioning against shock</p> <p>11.4 Selecting cushioning materials</p> <p>11.5 Using dynamic cushioning tables</p> <p>11.6 Spring-mass relationships and isolating inputs</p>
<b>12</b>	<p><b>MODULE 12: Managing Brands over time.</b></p> <p>12.1 Reinforcing brands.</p> <p>12.2 Revitalizing brands.</p> <p><b>12.3 Adjustments to the brand portfolio</b></p>
<b>13</b>	<p><b>MODULE 13: Managing brands over geographic boundaries and market segments.</b></p>



	<p>13.1 Advantages and disadvantages of global</p> <p>13.2 Marketing programs.</p>
<b>14</b>	<p><b>MODULE 13: Managing brands over geographic boundaries and market segments.</b></p> <p>13.3 Standardizations vs. customization in branding.</p> <p>13.4 Global brand strategy.</p> <p>13.5 Building global customer based brand equity</p>
<b>References:</b>	<p>1. Book of branding: A guide to creating brand identity for start-ups and beyond: Malinic, Radim : 2019/11 ISBN 9780993540035</p> <p>2. Brand Identity Essentials : 100 principles for building brands : Boldermann, Kevin / Kim, Yang: 2019/04 : Rockpot Pub (USA) : ISBN 9781631597084</p>